

MOBILE

Hogan by Karl Lagerfeld uses app for portable lookbook

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By RACHEL LAMB



Hogan by Karl Lagerfeld
app

While designer Karl Lagerfeld's new Hogan line is drawing eyeballs with a mobile application that includes product information, campaign images, personal sketches and an interview with the man himself, the app does little to build brand affinity or drive transactions.

Developed for the iPhone and iPad, the Hogan by Karl Lagerfeld capsule collection app does not possess commerce capabilities. Additionally, some experts believe that the app does little to differentiate itself from competing labels.

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“In my opinion, the app will do very little to add value to the line,” said Scott Forshay, Austin, TX-based luxury and premium brand consultant and mobile strategist. “Like countless similar fashion apps, the app does little to differentiate itself and, more importantly, it is not promoted effectively.

“Apps cannot successfully add value in a vacuum,” he said. “They must add entertainment, information, intrigue or utility to capture the attention of a broad audience and must be continuously refreshed in order to maintain appeal.”

Hogan, a subsidiary of **Tod's**, could not be reached by press deadline.

Mr. Forshay is not affiliated with Hogan by Karl Lagerfeld, but agreed to comment as an industry expert.

The app is available for free in Apple’s App Store.

Appetizing

The app is entirely in black-and-white and includes menu options such as photos, sketches, collection and interview.

The photos section shows campaign images of the Fall/Winter 2011-12 collection using both male and female models.

This collection includes shoes, jackets and handbags in leather and high-tech materials.

Another section displays personal sketches by Mr. Lagerfeld.

Users are able to see drawings of people wearing the collection as well as individual product sketches.



Sketches by Mr. Lagerfeld

The collection section shows products by themselves. The pictures are high-resolution so

that consumers can correctly see the materials and textures of the products.

If users tap the “more” option, they can send products via email and find a store that carries the item.

The most unique part of the app is Mr. Lagerfeld’s interview.

The famed designer discusses inspiration, his take on the collection and specific products from the collection.

Couple of reservations

Many luxury brands are developing apps and, therefore, those that do not have unique qualities get lost in the shelves of app stores.

“In the early stages of mobile development, many brands adhered to a ‘me too’ approach, opting for safe, uninspired executions that take no risks or attempt to become more than simply a digital representation of static still imagery on a different canvas,” Mr. Forshay said. “Mobile, specifically, is not a presentation-oriented medium, it is action-oriented.

“It is by nature a transitive medium that provides a consistent interface that assists consumers in navigating an ever-evolving ecosystem of digitized touch points,” he said. “By simply scaling down still image creative to a smaller form factor, brands are missing the opportunities that exist with marketing in the moment.”

The Hogen by Karl Lagerfeld app does not have anything that truly differentiates it from others, except for the interview with Mr. Lagerfeld, which is crucial, per Mr. Forshay.



Hogan by Karl Lagerfeld campaign

Some experts believe that personality adds oomph to a label since consumers like to feel as if they are dealing with a person, not an anonymous corporation ([see story](#)).

Another example of this is the personal sketches that Mr. Lagerfeld includes, which definitely gives consumers a glimpse into his process and what inspires him. This in turn connects the brand with the app user.

“Without question, the most compelling feature of the app is the interview with Mr. Lagerfeld,” Mr. Forshay said. “The essence of any coveted brand is the story it tells.

“Consumers seek greater degrees of intimacy with the brands they most admire and, by providing a glimpse into Mr. Lagerfeld's vision behind the line and his sources of inspiration, the app does well to involve the audience in the creative process,” he said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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