

MOBILE

## Net-A-Porter builds hype for Karl Lagerfeld collection with mobile gaming, social app

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By KAYLA HUTZLER

Online retailer Net-A-Porter is rolling out all the stops to help increase awareness of the upcoming Karl by Karl Lagerfeld collection, including a multi-faceted mobile application that brings together gaming, insider access, Aurasma technology and a social contest.

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**Luxury Daily**

The app has four different components to engage consumers, two of which feature a contest between mobile users for a chance to win a Karl product or a \$1,000 credit to Net-A-Porter. The online retailer is using its Facebook page, Web site and YouTube channel to help spread the word about the app and prizes.

“A campaign is always more successful when a brand can organically cross-promote on as many platforms as possible,” said Ali Feinstein, digital strategist at [Gin Lane Media](#), New York. “Net-A-Porter has a bunch of different strong promotional pushes going on between the app’s homepage takeover, a mobile gaming app, a UGC photo contest, and a strong posting strategy on Facebook and Twitter.

“People are already talking about Karl's new collection and Net-A-Porter is actively leveraging this by building and encouraging conversation tools of their own,” she said.

Net-A-Porter is the exclusive distributor of the Karl line by Karl Lagerfeld, which will debut Jan. 25, 2012.

Ms. Feinstein is not affiliated with Net-A-Porter, but agreed to comment as a third-party expert.

**Net-A-Porter** declined to comment for this article.

Head-on

The Find Karl app is separated into four sections by a rotating cube that acts at the app's homepage.

Mobile users can choose from the gaming feature, a sneak-peek screen, an Aurasma technology scanner and a picture-taking aspect.

The game involves tilting the iPhone device to move a marble along a game board with the objective of rolling over and erasing all the Karl heads on the screen.

Players can see the list of high-scores on the Net-A-Porter Web site and submit their own through the app.

The ultimate high score as of Jan. 24 will receive a \$1,000 Net-A-Porter gift card.

Net-A-Porter's sneak-peek page on the app features four full-screen looks from the Karl collection that consumers can view. Underneath each picture is a reminder that the collection will be available Jan. 25.

The app also features an Aurasma technology scanner that allows mobile users to scan icon pictures of the designer on the retailer's Web site to watch the Karl Lagerfeld captured video from Net-A-Porter on their mobile devices.

Net-A-Porter has not revealed if the icons will be found in out-of-home or print ads in the upcoming weeks.

Additionally, Karl app users can use their iPhones to take a picture of themselves or choose a picture from their existing photo library and "Karlify" it.

This involves dragging white hair, sunglasses and a collar onto their picture to make themselves look like Mr. Lagerfeld.

The pictures can be submitted through the app to the "Karl Kult" on the Net-A-Porter Web site..

Mr. Lagerfeld will be choosing his favorite picture Jan. 25 and the winner will receive a piece from the Karl collection.



Karl craze

Net-A-Porter has been enticing its social media fans to download the app through various posts.

The first post was centered around the “Where’s Karl?” video that the retailer created.

The video is also found on the brand’s YouTube and Web site at <http://www.netaporter.com> and features a mock news broadcast of Net-A-Porter capturing the Karl collection and directs viewers to the branded Web site and social media accounts for additional information.



Net-A-Porter posted a more direct call-to-action that read, “Stylish women of the world unite. Download the Karl app for iPhone now to help find the missing collection and for the chance to win.”

The retailer has also posted the video on its homepage and created a specially section on its Web site called “Karl’s Kult.”

This section breaks down the various components of the Karl app and campaign into “sign up, newsflash, find Karl, sneak peek and karlified.”

The news section shows the video again and includes a live Twitter feed of all Karl

collection tweets and a up-to-the-second countdown of the Karl launch.

“It's playful and fun, and something you may not necessarily expect from serious high-end brands like Net-A-Porter and Karl Lagerfeld,” Ms. Feinstein said.

“[Additionally], there are a few satirical elements, like playing up the caricature of Karl and the familiarity of a collection-gone-missing,” she said.

Final Take

*Kayla Hutzler, editorial assistant on Luxury Daily, New York*

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