

MOBILE

## Vogue, Rachel Roy turn to mobile to let consumers shop, watch, win

September 3, 2009



By GISELLE TSIRULNIK



Rachel Roy, a division of Jones Apparel Group, has partnered with Vogue magazine for a

special iPhone initiative to celebrate the launch of several new Rachel Roy projects.

iPhone users can visit <http://m.rachelroy.com> for an interactive experience that features a shoppable fall look book from the new Rachel Rachel Roy collection, episodes of the Rachel Roy documentary produced by Vogue.TV and a sweepstakes to win looks from the new Rachel Rachel Roy collection.

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"The Rachel Roy brand came to us wanting to look at ways to bring the brand to a place where people can interact with it anywhere any time," said Stephanie Horton, creative services director at Vogue, New York. "The iPhone is really big right now so we thought it would be cool to do something on it and appeal to that market."

The interactive look book includes 13 fall looks personally selected by Rachel Roy from her new diffusion line, Rachel Rachel Roy and includes affordable contemporary sportswear, footwear, handbags and jewelry.

The iPhone initiative also features the three-episode documentary called Behind The Lens, produced by Vogue.TV and famed director Douglas Keeve.



The documentary gives viewers a behind-the-scenes look into Ms. Roy's daily life, from

fittings in her showroom to time with her family and the launch of her new diffusion collection.

iPhone users can also sign-up for email updates from Rachel Roy about seasonal trends and new products or visit Rachel's Facebook or Twitter pages.

Separately, [Rachel Roy](#) announced the launch of ecommerce shopping on <http://www.rachelroy.com>.



[Vogue](#) isn't new to the mobile space.

The [Condé Nast](#) publication used JuiceCastor's mobile video search service to enable consumers to watch Shopvogue.tv fashion videos on mobile in 2008 ([see story](#)).

Consumers were able to browse and buy products featured in the advertisements in Vogue and in the videos. The fashion-focused Vogue is the circulation leader among all Conde Nast titles.

Condé Nast truly understands that mobile is essential for media brands.

Condé Nast launched its first iPhone application for Style.com in late August 2008, timed to coincide with the spring/summer '09 fashion shows that began in New York in early September.

With the Vogue/Rachel Roy partnership, the media brand really brought something new to the table.

“We work with the Rachel Roy brand as an advertiser and were looking at different ways to expand the partnership to really get the brand out there in front of its target audience, wherever they may be,” Ms. Horton said.

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