

MOBILE

Stefano Ricci ties art, apparel for spring 2012 collection push

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By RACHEL LAMB

Menswear designer Stefano Ricci is tying together art and apparel in an application for its spring/summer 2012 collection that is inspired by paintings from artist Jack Vettriano.

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The app depicts men and women wearing Stefano Ricci apparel acting out the same scenes seen in art by Mr. Vettriano. It is available for free in Apple's App Store.

"Apps, especially for the iPad, are an excellent way for luxury brands to exhibit their artistic vision on an entirely new and uniquely capable canvas," said Scott Forshay, mobile and emerging technologies strategist for [Acquity Group](#), Austin, TX.

"The ability to breathe additional dimensionality into what has historically been a segment driven by still-life visual advertising creates many new opportunities for brands to express their creativity and artistic innovation," he said.

Mr. Forshay is not affiliated with Stefano Ricci, but agreed to comment as an industry expert.

Stefano Ricci did not respond before press deadline.

Ricci images

The Stefano Ricci app opens with a video of behind-the-scenes footage that explains the project.

Stefano Ricci video

Consumers are instructed to scroll through the collection by swiping their fingers across the screen.

Also, consumers can swipe vertically when there are arrows at the bottom of the page.

Each page has the painting by Mr. Vettriano. The accompanying article of clothing from the Stefano Ricci collection sometimes accompanies.



Apparel related to the pictures

Consumers can scroll down to see details on both the painting and the apparel and accessories used.

There is often a third image, where consumers can see large, full-screen images of the collection that can be zoomed for closer inspection.

The Vettriano paintings were either replicated in their entirety by models who are wearing the same clothes, or the images are accompanied by the apparel worn in the image

without an actor.

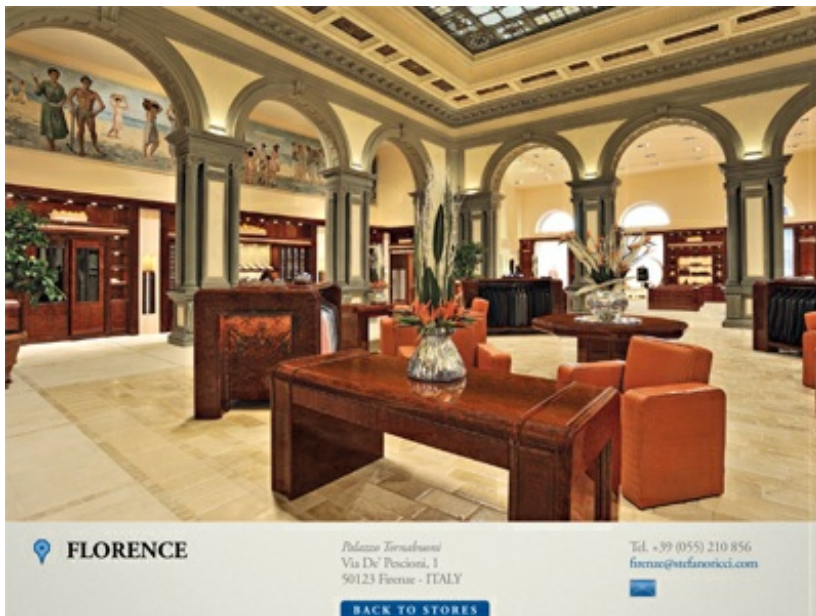


Vettriano painting and Stefano Ricci image

The last few sections of the app focus on Mr. Vettriano and Stefano Ricci.

Consumers can look at the different Stefano Ricci boutiques around the world, most of which are shown with full images.

Moreover, there is contact information and a GPS-enabled Google Maps feature for directions.



Stefano Ricci stores worldwide

“From a purely artistic perspective, this application is ambitious and has much to teach other luxury retailers in regards to expression,” Mr. Forshay said. “Where the app excels in its artistic vision, it falls short in terms of providing any definitive call to action for consumers.

“It seduces, yet fails to provide an actionable course for consumers wishing to go that step further,” he said.

Artfully done

Whether it is through music, art, photography or paintings, luxury brands strive to connect consumers through common interests.

For example, brands such as Alexander McQueen, Louis Vuitton, Christian Dior, Jean Paul Gaultier and Ralph Lauren display their products as artwork through museum exhibits ([see story](#)).

Also, British department store Harrods celebrated its winter sale with a special performance by music group Florence + the Machine. The music group likely shares some fans with the luxury department store ([see story](#)).

Combining a brand's core values with art, music or photography can help consumers to align their own values with the label, likely leading to loyalty.

"This execution by Stefano Ricci is an excellent example of a luxury brand exploring an on brand, cross-medium approach to digital marketing," Mr. Forshay said. "As opposed to many luxury brands that simply employ a high-production photo or video showcase approach as the primary feature of an app strategy, Stefano Ricci has effectively bridged the artistic gap between digital and fine art to create an artistically-compelling recreation of [Mr.] Vettriano's works that showcases its spring line.

"Luxury apparel often draws comparison to fine art, but Stefano Ricci has given life to the canvas in a manner that breaks down the barriers between the two mediums and renders the two indistinguishable," he said. "This cross medium blurring of the lines showcases the artistic vision and innovative nature of the brand that furthers brand loyalty among affluents who covet it.

"In the digital age where luxury brands are fast becoming media producers, this execution by Stefano Ricci pushes the boundaries of artistic expression with an added layer of dreamlike dimensionality that effectively draws the viewer into the experience."

Final Take

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