

MOBILE

## Louis Vuitton bolsters Amble app with new city guide series

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By RACHEL LAMB

French fashion label Louis Vuitton is increasing the likeability of its Amble mobile application with the introduction of the It Boys and Girls series that follows fashionable city insiders around chic metropolises.

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**Luxury Daily**

Louis Vuitton first introduced Amble last year and allows consumers to follow celebrities from their mobile devices as they show consumers their favorite hotspots in cities around the world. The brand uses Amble to show its spirit of travel.

"Rising A-list socialites can ring stronger tastemaker endorsements with the aspirational crowd than globally-known celebrities," said Paul Farkas, CEO/founder of Social.TV.

"Love or hate it, their social proof is blasted throughout budding affluencers' news feeds daily.

"Integrating It Girl and Boy curator picks inherently adds a level of intrigue and hype, but capturing their enjoyment with products and services should be consistently woven in," he said. "Minimally, the right personas need to be matched with the right content to resonate with and impact affluent consumer-fans to see any sales and lift."

Mr. Farkas is not affiliated with Louis Vuitton or Amble, but agreed to comment as an

industry expert.

Louis Vuitton did not respond before press deadline.

The It factor

Consumers are able to track travel paths through Barcelona, Beirut, Berlin, London, Los Angeles, Madrid, Milan, New York, Paris, Rome and Tokyo.

Louis Vuitton debuted Amble with city tips from celebrities including Rachel Weisz, Sofia Coppola, Christy Turlington, Cate Blanchet and Tommy Ton.

The brand is now using lesser-known names for its It Boys and Girls series.

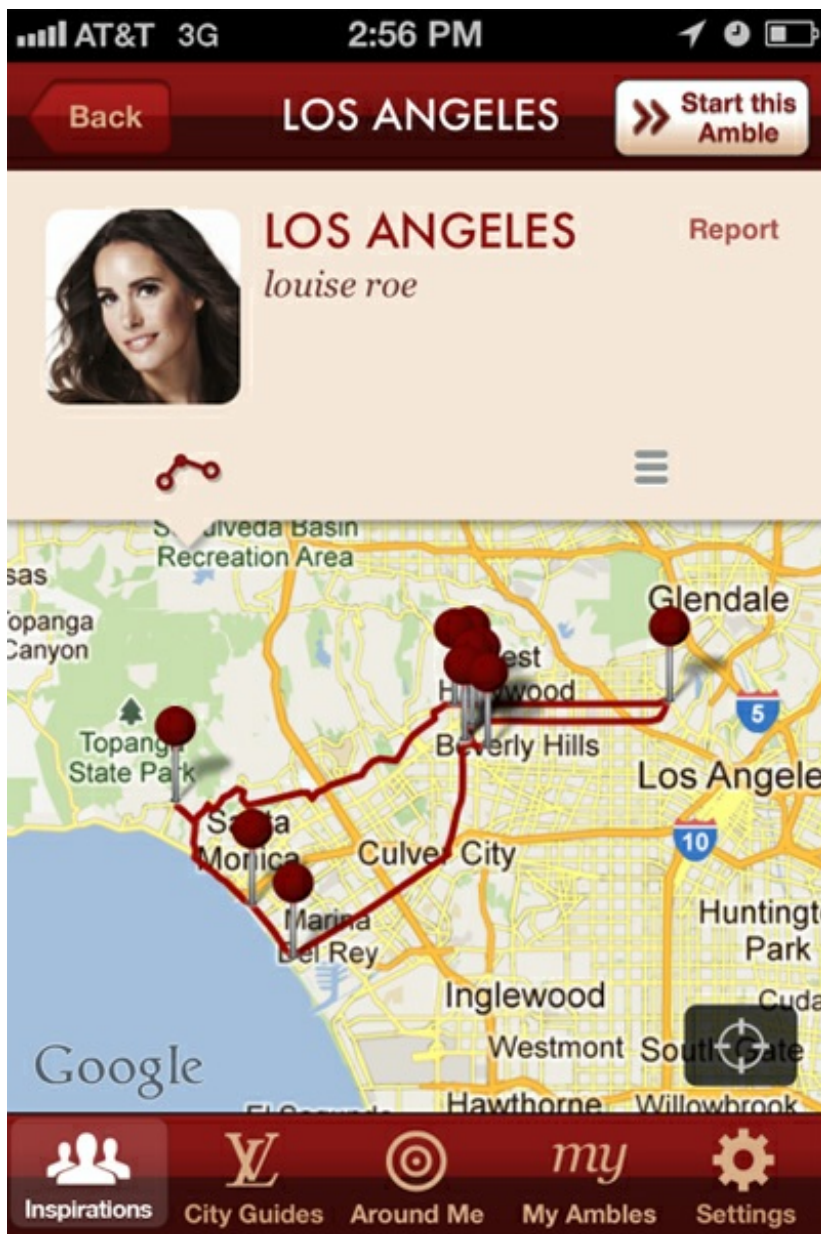


*Louis Vuitton amble*

The first chapter takes consumers around Los Angeles with fashion journalist and TV presenter Louise Roe. Users can “amble” to Intelligentsia, Arcade, Zen Pilates, James Beach and Prism.

Consumers can go to each place individually or start the amble from the beginning and receive directions to each place from the prior.

Tapping on a location brings up a tip from Ms. Roe. For example, Arcade's tip is "really edgy, avant-garde designers otherwise hard to find in LA."



### *Amble with Ms. Roe*

The idea of "It Girls and Boys" could be an attempt to draw a more affluent crowd since socialites and other wealthy individuals may align themselves in this group.

This is compared to a solely-celebrity Amble path, which could draw an aspirational crowd.

Amble has other series, including "Bay" that has ambles just in the San Francisco Bay area, "Endless" episodes and a section devoted to Naples.

Consumers can look at these episodes, plus all of those curated by "LV Friends" on the app, which is available for free in Apple's App Store, or online at <http://www.louisvuittonamble.com>.

Amble on

Since mobile devices are likely with consumer wherever they go, an app for city guides

and tips for smartphones is a good idea.

This will also likely enforce brand awareness and loyalty since the brand is literally traveling with consumers.

Some other luxury brands have had similar ideas.

For example, apparel and accessories designer Michael Kors is improving personality visibility and brand experience through an editorially-based travel blog, Destination Kors.

Consumers can find insider travel tips, follow the designer and founder Michael Kors on his trips around the world and discover his inspiration from destinations on the blog. This blog is serving as the label's transition into a lifestyle brand rather than just apparel and accessories ([see story](#)).

In addition, apparel and accessories brand Tory Burch features the self-named founder and creative director's travel diaries, favorite items from the collection and other personal tidbits on the brand's Web site ([see story](#)).

"There is so much innovation bubbling in the geosocial discovery sector today," Mr. Farkas said. "It is interesting that residents and tourists will soon get the next phase of mobile utility and enjoyment around the same time.

"With Amble, Louis Vuitton demonstrates that luxury brands have social networks with celebrity friends and insider tips baked-in," he said. "Brandtextual message can be better tied to content and interactivity.

"It cultivates an aspirational userbase with customized focus on luxury lifestyle and lessened peripheral noise common to generalized social networks."

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*