

MOBILE

Gucci combines physical, mobile commerce via digital store-in-store

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By TRICIA CARR

Italian fashion house Gucci is working with Samsung Electronics to offer an immersive in-store experience devoted to the label's timepieces and jewelry that combines physical and mobile commerce.

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The label will push its Bamboo and I-Gucci watch collections via an in-store display with Samsung's new transparent viewing screens and offer browsing opportunities with a digital shop-in-shop section. Gucci debuted the in-store experiences at InfoComm 2012 June 13-15 in Las Vegas and presented mobile touch points for visitors at the conference.

"Gucci is essentially providing the ability to learn more about its product line through multichannel approaches with a focus on visual storytelling," said Dalia Strum, president of Dalia Inc., New York.

"The multiple points of entry to reach as well as educate their consumers establishes a content value across each platform and should result in a stronger return on investment for the brand," she said.

"These transmedia strategies allow the opportunity to connect with multiple demographics and target different user needs."

Ms. Strum is not affiliated with Gucci, but agreed to comment as an industry expert.

Gucci, which is part of luxury conglomerate PPR, did not respond before press deadline.

Screening party

Gucci will be showing its timepieces and jewelry on multiple Samsung Tiled Display screens, which were arranged in an hourglass shape at the reveal at the Samsung's InfoComm booth.

The tower of screens will play video content from Gucci while an animation projects on and around the watches and jewelry on display.

Also, Samsung Transparent LCD will be placed in some of its flagship storefront windows.

The transparent screens allow Gucci to show digital images in its windows as well as products behind the images that consumers will be able to see from the outside of the store.

In addition, Gucci and Samsung will roll out the label's first digital shop-in-shop for its timepieces and jewelry. This technology will be installed in a number of Gucci stores worldwide.

Samsung 40-inch touch screens will be mounted on the walls of the digital shop-in-shop that will broadcast video and animation. Each screen can be customized by the sales staff at a Gucci store depending on the demographic of the store's customers.

Samsung Galaxy tablets will be available in the shop-in-shop that are loaded with complete Gucci timepiece and jewelry catalogs. Consumers can browse the items digitally or physically with these in-store options.



Digital content for the I-Gucci Sport collection

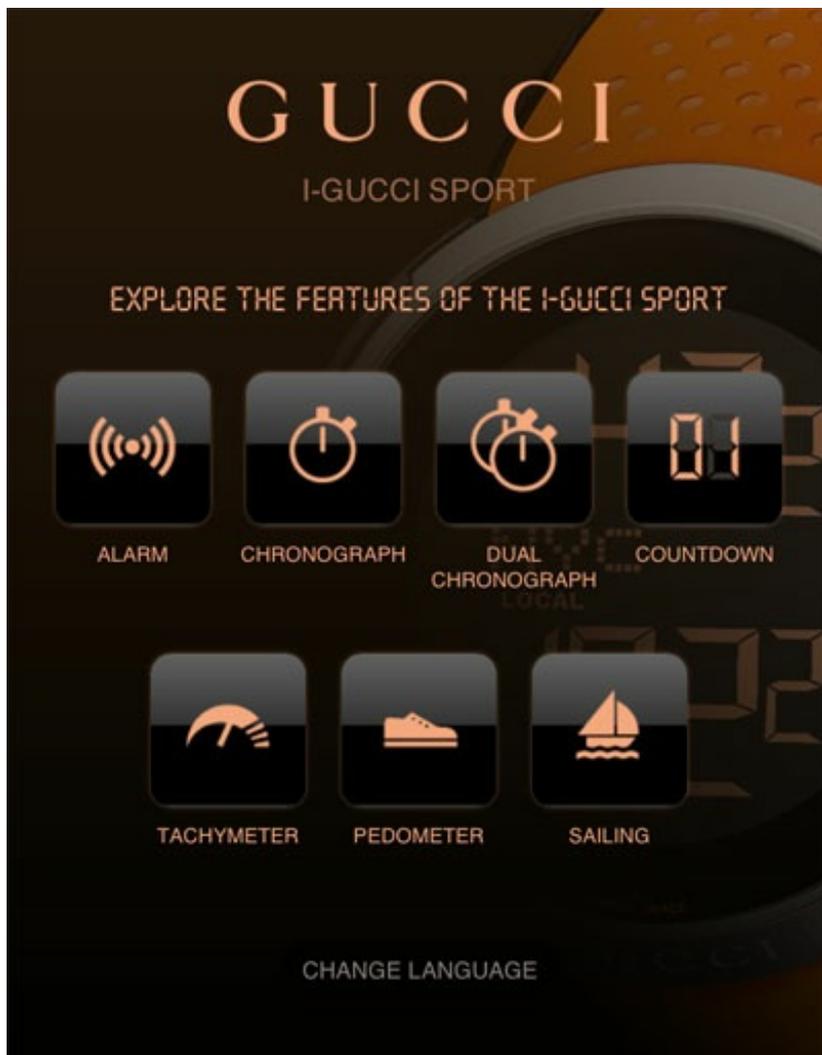
Furthermore, to mark its appearance at InfoComm 2012, Gucci is pushing the new timepieces in its I-Gucci Sport collection with QR codes on digital images and video.

Consumers can scan QR codes placed on [Facebook](#), [Google+](#) and a video on Gucci's watches and jewelry microsite at <http://www.guccitimeless.com> to view mobile-optimized content about the new timepieces ([see story](#)).



Gucci QR code image

Visitors to the Samsung booth can access the QR code content on their Samsung phones or Galaxy tablets.



Gucci mobile content

Setting new standards

Gucci seems to be trying out a sensory experience for consumers that favor mobile.

By combining the physical and mobile shopping capabilities, Gucci is probably looking for more foot traffic.

British label Burberry is also experimenting with an immersive experience.

The fashion house began its large-scale event series in April called Burberry World Live that is focused on fashion, weather and the combination of physical and digital channels.

Burberry tested a similar event in Beijing last year and extended it into a fully-immersive event experience that started in Taipei City, Taiwan, and will tour London, Hong Kong and Chicago later this year ([see story](#)).

Like Burberry, Gucci seems to be focusing on physical over digital without leaving the latter behind.

“Gucci’s strategy is an interesting approach in combining physical and digital marketing, since it appears to have a stronger emphasis on in-store marketing and less of an online focus,” Ms. Strum said.

“When associating digital strategy in a marketing plan, there are typically additional

elements to engage online and those components do not appear to be as prevalent in this campaign," she said.

Meanwhile, Gucci is also investing in its in-store experience via window displays, a technique used by many luxury retailers.

For example, Barneys New York collaborated with the Deste Foundation for Contemporary Art to display a public art exhibit in the retailer's windows at its flagship location on Madison Avenue in New York.

The windows display the first showing of the traveling "destefashioncollection" public art show in the United States, an initiative to mix the notions of art, fashion and culture and could leverage the brand among art-minded affluent consumers ([see story](#)).

Gucci's windows may distinguish the label from its high-end competitors in large cities.

"Gucci's ultimate goal in this partnership is to display that they are current with today's trend of embracing technology," Ms. Strum said.

"The opportunity of connecting with a consumer in-store as opposed to online will always provide a larger value proposition for a retailer, because there are stronger call-to-action elements to convert into actual sales," she said.

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York

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