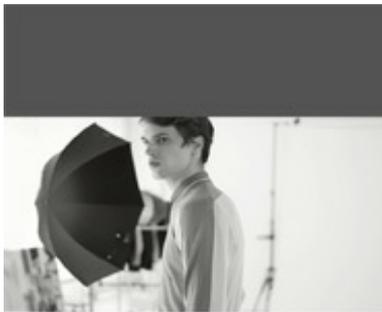


MOBILE

Zegna offers exclusive mcommerce via live-streaming app

June 20, 2012



ZZegna
EXPERIENCE

By RACHEL LAMB

Ermenegildo Zegna is launching a new application today for the iPhone and iPad that will offer two exclusive products following the live streaming of its spring/summer 2013 show next week.

[Sign up now](#)

Luxury Daily

The Z Zegna Experience app was designed to focus on the preparations surrounding the new Z Zegna fashion show on June 25 that will live-stream within the device. There will be an opportunity for two exclusive product buys following the show.

“Offering live-streaming on mobile allows the most convenience for consumers to access the content they want on the go,” said Lisa Abramson, director of marketing for [Rhythm New Media](#), Mountain View, CA.

“Additionally, video is the most powerful medium for brand building so offering additional touch points for accessing this incredible content makes sense,” she said.

Ms. Abramson is not affiliated with Zegna, but agreed to comment as an industry expert.

[Zegna](#) was not able to comment before press deadline.

Buy buy baby

The Zegna Live app is available today for free in Apple's App Store.

Z Zegna will stream content for tech-savvy fashion followers in anticipation of the new collection.



Zegna Experience app

The new collection is from creative director Paul Surridge. It is inspired by leisure and downtown with a new urban twist, per the brand.

Consumers will have the ability to buy two exclusive products – a hybrid classic city shoe and a leather iPad case – right after the show.

Users can buy them right when they appear on the runway with an immediate delivery, according to Zegna.

A few luxury marketers are offering product buys from the runway, but not many of them offer delivery this quickly.

“Allowing consumers the option to directly purchase exclusive products through the app is a great way to take advantage of engaged consumers,” Ms. Abramson said.

“Video clips from the runway effectively prime the consumer and deliver a brand's

message before the product offer is made,” she said.

Streaming for attention

Zegna has been one of the few luxury brands that try out new mobile efforts, rather than sitting back and watching what works and what does not.

For example, Zegna was the first brand to live-stream a fashion show via a dedicated mobile app, as it did with its Zegna Live app, claims the brand ([see story](#)).

Zegna also launched a 3D virtual shopping experience called Zegna In Store, where consumers could tour a commerce-enabled brand store from their iPads ([see story](#)).



Zegna digital store

Meanwhile, mobile video is quickly becoming one of the most buzzed-about topics in the luxury industry.

Video can be used by most industries, and the ability to share them on social network sites are incentives for most brands to get on board.

Over 50 percent of wireless traffic at the end of last year was mobile video, Ms. Abramson said. In addition, mobile video advertising offers marketers an 89 percent completion rate ([see story](#)).

Therefore, including a click-to-commerce link right off the runway not only adds exclusivity to the mobile experience, but drives transactions for Zegna.

“Using video to tell a brand's story is the most engaging way to reach a consumer,” Ms. Abramson said.

“Because of the immersive nature of mobile devices, mobile's precise targeting and frequency capping abilities, and the unique interactivity options available on mobile, mobile video advertising campaigns experience superior results compared to other mediums,” she said.

Final Take

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