

MOBILE

Mr Porter pushes mcommerce, lifestyle via first iPad app

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By TRICIA CARR

Men's online retailer Mr Porter is showing affluent males how to dress for parties through its first iPad application that acts as an interactive magazine and video hub centered on the tuxedo.



The Tux app is split into four chapters that each focuses on a different aspect of wearing a tuxedo. The magazine-style app is likely meant to assert the brand as an authority on black-tie menswear as well as increase mobile transactions through links to its ecommerce site placed throughout the content.

“As a business we continuously develop our mobile apps to enhance the customer experience and truly deliver on our anytime, anywhere premise,” said Mario Muttenthaler, head of sales and marketing at **Mr Porter**, London. “We wanted to produce an app that went beyond the realms of simply extending the content that we currently offer on Mr Porter and to make it editorially engaging and visually immersive.

“What started out as a simple idea developed into a multi-faceted, interactive app that covers all evening- and formalwear themes that are relevant for the holiday party season,” he said. “We know that our customer is an avid mobile and iPad user, so The Tux app speaks to that audience of both men and women – over 20 percent of our customers are

female.

“The app is entertaining and experiential as well as practical, from learning how to tie a bowtie, to how make notable cocktails for the party season and how not to dance at a party. It also brings together style and technology through shoppable videos, short films and interactive tools.”

Black-tie affair

The Tux app is “the definitive guide to dressing for, and very much enjoying, the perfect party,” per the Mr Porter. It is available for free in the [App Store](#) for the iPad.

The opening sequence of the app is a video shown from a man’s point of view as he drives down the road. Users can see that he is wearing a tuxedo through the rear-view mirror.

The main screen of the app is a map on which four locations are shown. Each location represents a chapter of the app.

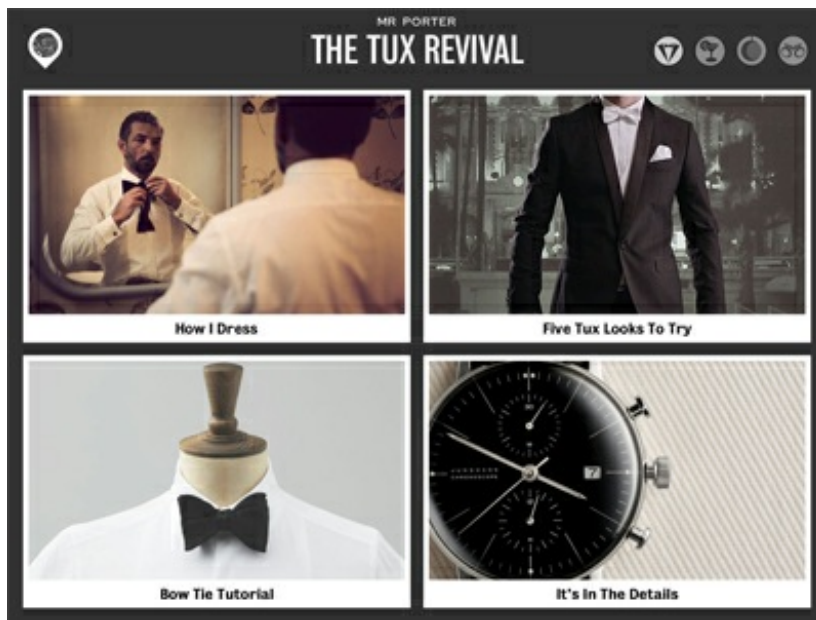


App map

Users can also navigate to each chapter through a static menu at the top of the page in each chapter.

Video sequences open various sections of the app as well.

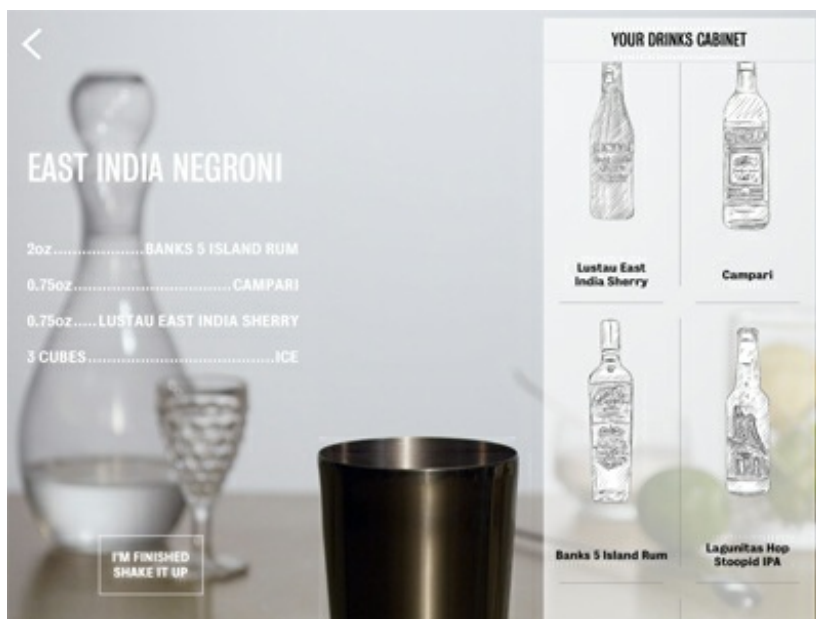
Chapter one is titled “The Tux Revival.” It contains four sections including a video feature on how three different men sport their tuxedo, a video showing five popular tuxedo styles, an interactive bow tie tutorial and a men’s accessories feature.



The Tux Revival

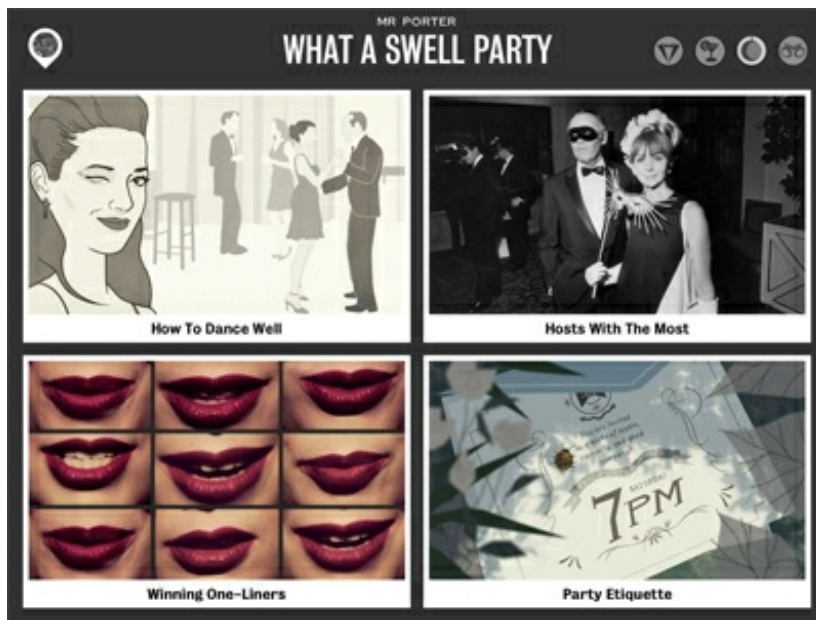
Each video in this chapter as well as those throughout the app show a “tap to shop” button at the bottom left corner of the screen.

The second chapter is titled “Shaken Not Stirred.” Features in this chapter include video demonstrations from three mixologists, a map of the retailer’s favorite bars around the world, a virtual cocktail shaker tool and a video featuring actor Michael K. Williams called “The Reinvention.”



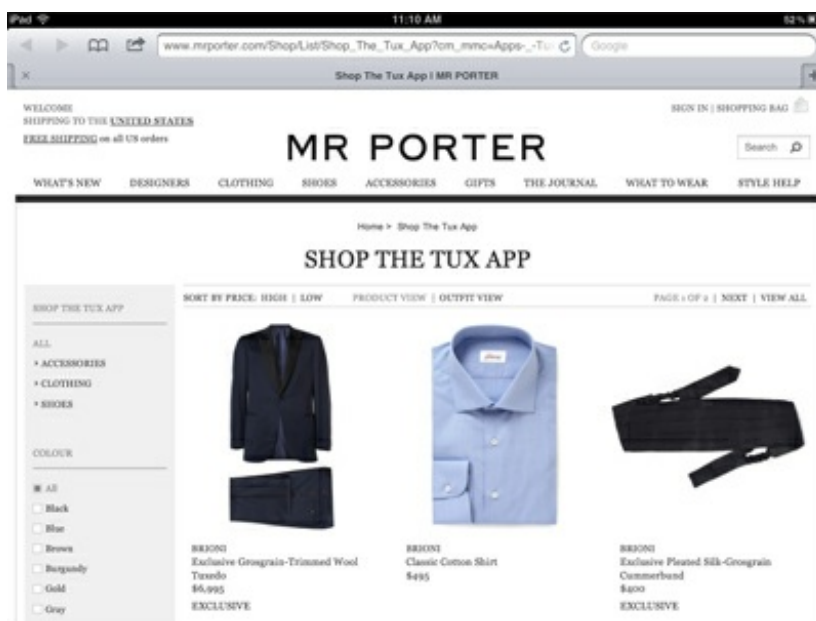
Virtual cocktail shaker tool

Chapter three is called “What A Swell Party.” It contains four features: an animated tutorial video called “How to Dance Well,” conversation-starters, videos of past notable parties such as Sir Elton John’s birthday parties and an animated video on party etiquette.



What A Swell Party

The last section is “The Way We Wore It.” Users can browse videos on how the tuxedo became a man’s best friend, videos on how to recreate celebrity looks, a video on the Mr Porter exclusive tuxedo by Brioni and a link to shop on Mr Porter’s ecommerce site.



Mr Porter site

"The strategy behind Mr Porter’s first iPad app is to expand and develop new sales channels, offer more choices for loyal consumers, and at the same time offer great educational opportunities to potential consumers as well," said Isabella Lin, content director at **Appitalism**, New York.

"Mr Porter’s first iPad app brings more opportunities to do business everywhere, thereby increasing the sales rate," she said.

Living the mobile life

Mr Porter is likely pushing the affluent lifestyle behind the brand through its first iPad app.

"We have developed two iPhone apps with great success, so the iPad was the next logical step," Mr Porter's Muttenthaler said. "This platform allows us to showcase our content in an interactive, entertaining and informative way."

It seems that other luxury marketers are using interactive iPad apps to do the same.

For instance, Italian fashion house Prada is showcasing new collections and its art collaboration with illustrator Richard Haines in a virtual palace via its first mobile app for the iPad.

Portraits by Mr. Haines and digital replicas of new Prada accessories are featured in the Il Palazzo app created by James Lima, who worked with the brand on its first animated videos. The project is the next step in Prada's seasonal series that aligns the brand with artistic talent and, therefore, an affluent lifestyle ([see story](#)).

In addition, watchmaker and retailer Tourneau is aiming at affluent tablet users by offering its digital lifestyle publication Tourneau Minutes in an app for the iPad.

The brand opted to dedicate its first mobile app to the editorial content from its e-magazine to integrate lifestyle elements rather than focus solely on its products ([see story](#)).

Furthermore, marketers such as Mr Porter that incorporate mobile commerce into these apps can see an increase in sales.

"This experience is presented via mobile to maximize Mr Porter's business opportunity, customer services and bringing convenience to its customers," Appitalism's Ms. Lin said.

"With the trend of mobile development in society as a whole, this is a must-experience sales channel," she said. "The mobile marketing channel makes marketers able to bring the quality shopping experience to the consumer who has no time to go to store but still can experience the same level of an experience."

Final Take

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