

MOBILE

## WWD pushes New York Fashion Week coverage via app partnership

February 13, 2013



By TRICIA CARR

Fairchild Fashion Media's Women's Wear Daily is collaborating with mobile application developer FiftyThree Inc. to offer consumers digital sketches of New York Fashion Week shows that originate on iPads.

[Sign up now](#)

**Luxury Daily**

The Paper by FiftyThree app lets users express ideas as sketches, diagrams, illustrations, notes or drawings and share their creations. WWD is partnering with FiftyThree to live-sketch select runway shows and share the images on its digital and print media.

"The live sketches will complement our reporters' trusted inside perspective and insightful fashion commentary with a visual impressions of what goes on inside the tents," said Melissa Brecher, vice president of marketing and communications at Fairchild Fashion Media, New York.

WWD is the leading trade publication covering the fashion industry.

Nice accessory

FiftyThree's cofounder/CEO Georg Petschnigg and cofounder Andrew Allen arranged artists to sketch select New York Fashion Week shows via the Paper app, which is available for free for the iPad in the [App Store](#).

Each set of drawings falls under a theme to give a different point of view to each show. Themes include theater versus commerce; "the players" such as designers, models and bloggers; the front row; celebrities and paparazzi; beauty; and the role of multimedia at the show.



*Diane von Furstenberg sketch*

Fashion Week shows featured in the campaign include Carmen Marc Valvo, BCBG Max Azria, Yigal Azrouël, Alexander Wang, Jeremy Laing, Diane von Furstenberg, Marc Jacobs, Proenza Schouler and Calvin Klein.

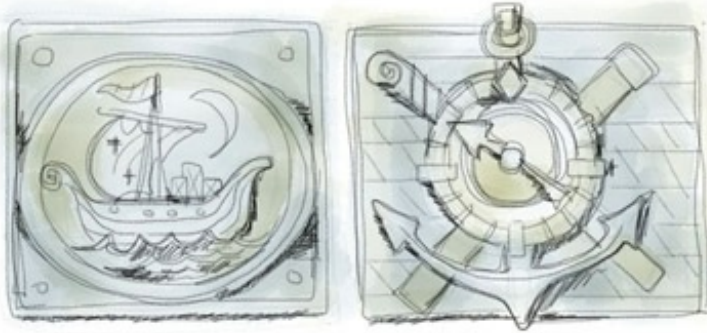


*Yigal Azrouël sketch*

The digitally-generated drawings are a throwback to when the publication exclusively used sketches for its Fashion Week coverage, per WWD.

# ALEXANDER WANG

AT  
THE CUNARD BUILDING



*Alexander Wang sketch*

Also, the media brand is looking to distinguish its New York Fashion Week coverage and broaden its digital audience.

WWD is using hashtags #WWDOnPaper and #NYFW in this campaign.



“We first partnered with FiftyThree for WWD's Apparel and Retail CEO Summit in early January to live-sketch the event,” Ms. Brecher said. “Their Paper app allowed the talented creatives and executives in the room to share their impressions to a broader audience in a modern, digital way and the images took off on social media.

“Similarly, the collaboration for New York Fashion Week will offer WWD's over 2 million followers across the globe another perspective on an exclusive fashion event,” she said.

Ready to wear

The media landscape is crowded, especially at certain times of year such as New York Fashion Week.

Luxury brands and publication alike often seek out ways to distinguish their content.

For example, Neiman Marcus and Giorgio Armani are partners in Vanity Fair's first International Best-Dressed Challenge that lets readers be contenders for a new category on the Condé Nast-owned publication's 2013 best-dressed List.

Vanity Fair is letting consumers submit images of themselves to be considered for the new award category on its 73-year old International Best-Dressed List via Instagram, Twitter, Trendabl and its Web site.

Brand partners Armani, Neiman Marcus and Clinique have ads on the International Best-Dressed Challenge Web site and are incorporated in public events and online activities ([see story](#)).

In addition, New York-based department store Bergdorf Goodman upped its mobile offerings through digital content called Bergdorf Goodman Vision in Zite's mobile application.

The Zite application now has a Bergdorf Goodman Vision section as a part of its aggregated content that is dedicated to articles that fit the taste of the retailer's luxury consumers. Content subjects from Bergdorf Goodman will include dining, fashion and New York culture ([see story](#)).

The goal for these brands is to align with content that is ultra-shareable among a target audience.

“These sketches will be created on-the-go from the tents using FiftyThree's Paper iPad app and shared on WWD's digital platforms, our social media networks and the daily paper,” Ms. Brecher said.

“While certainly the project is well-suited to mobile, social and digital platforms as the work is meant to be shared and reblogged, the paper offers a more permanent home for the sketches,” she said.

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.