

MOBILE

Preppy retailer Ralph Lauren updates iPhone app

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Upscale retailer Polo Ralph Lauren Corp. will upgrade its iPhone

application with new features that reflect its haute couture line and products reflecting a luxury lifestyle.

When introduced, the additions will come more than four months after the New York-based retailer launched the iPhone app to showcase its Ralph Lauren Collection. Fashion-conscious consumers and Ralph Lauren die-hards are targeted for this app.

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Included in the new app are video highlights from the company's new fall 2009 runway show Feb. 21. The app debuted in October with video highlights from the spring 2009 show ([see story](#)).

Runaway hit?

The updated app boasts an interactive gallery of Spring Collection accessories and a gallery of advertising imagery.

In addition, the app incorporates a "Collection Icon" featuring Ralph Lauren's Ricky Bag.

Adding to this interactive experience is a new video library celebrating some of the best Ralph Lauren Collection videos.

The iPhone app was created in-house.

The app is not transactional. Its function is to showcase the Ralph Lauren Collection.

App features for both seasons include videos of the runway show, a multi-touch LookBook with pinch-and-zoom views of each individual style and a Backstage Pass photo montage with actual audio clips from behind the scenes.

The cross-channel element is in the form of a Google-powered locator to find Ralph Lauren stores worldwide.

Ralph Lauren is proud to point out the uniqueness of its Collection app versus its rivals' versions.

For example, users of the app can view the Ricky Bag in a 360-degree setting through the use of the iPhone's accelerometer technology. The company claims this is a first for a fashion accessory.

In another unique twist, app users can also call a personal shopper listed in the Ralph Lauren Spring Accessories section. This adds to the cross-channel activity.

Also, users can save and email any images in the app.

Prep talk

Ralph Lauren is one of the leading apparel and accessories retailers nationwide whose products play off an idealized WASPy American lifestyle.

The company's stores, wired and mobile Web sites and advertising reflect this lifestyle focus.

Ralph Lauren in August launched a mobile commerce service to let consumers buy products through their handsets.

The company claims to be one of the first luxury retailers in the United States to launch a mobile commerce site and incorporate Quick Response codes in advertisements ([see story](#)).

"We are developing for the iPhone, because of its popularity and particular demographic allows us to harness the new and unique advantages to the mobile platform that the iPhone presents," a spokesperson said at the time.

"Following in the footsteps of our mcommerce and QR launches, the iPhone brings

application-development, geo-location functionalities and excellent video-playback and image-quality into our existing mobile strategy."

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