

INTERNET

Moschino allows consumers to shop the runway during live-stream

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By SARAH JONES

Italian fashion label Moschino is giving consumers the opportunity to shop a capsule collection during its fall/winter 2014 runway show during Milan Fashion Week.



Moschino's "Watch It, Taste It, Shop It" event has been heavily promoted on the brand's social media channels leading up to the runway show with bold imagery, prompting consumers to sign up for an access code. By making the event exclusive, consumers participating will feel they are special and part of the brand's inner circle.

"We are entering an age of marketing ubiquity," said Andrew Higgins, digital strategist at [Pixlee](#), San Francisco.

"Marketers have to be able to translate their brand story and messaging across so many different channels and platforms to be successful," he said. "Anything brands can do to seamlessly deliver new layers of interactions to a brand experience like a runway show is an opportunity to increase customer engagement.

"The runway is a chance to show off and display Moschino's product, why not make the barrier to purchase as low as possible? Think about it, I see a product I like on the runway and so I open my phone and buy it, it's that simple."

Mr. Higgins is not affiliated with Moschino, but agreed to comment as an industry expert.

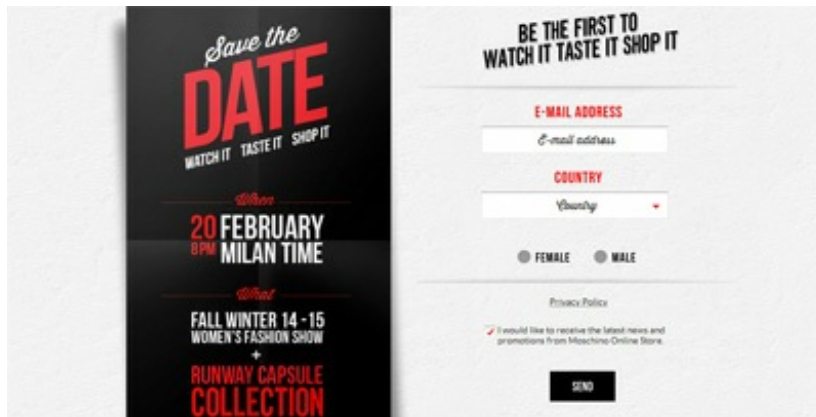
Moschino did not respond by press deadline.

Content meets commerce

The runway show will air on Feb. 20 at 3 p.m. EST on Moschino.com.

This event ties into the brand's first runway show with creative director Jeremy Scott at the helm. A lot of attention is on the label due to the turnover.

Moschino has created a hub on its Web site for its capsule collection. The page before the show includes a save the date card with the information about the live-stream.



Moschino capsule collection page

On this page, Moschino is asking consumers to register with an email address to get an access code for the show. In the fields is a box that users can check to receive newsletters from the brand.

After the sign-up, the access code appears on screen, and the brand tells the consumer that they are invited and they will see them on Moschino.com for the live-stream.

The brand has released minimal information, meaning consumers have to tune in to see what is available live.

Moschino has kept up a steady stream of posts about the live-shopping event on its social media accounts for a week leading up to the show.



Tweet from Moschino

Included in the posts on Facebook and Twitter were invitations to shop the runway, with

links to get an “exclusive access code.” All of the posts include the same red black and white graphic writing throughout for consistency.

The brand made an animated video in the same style, with the details of the event. The video had been viewed more than 117,000 times on YouTube as of press time.

Moschino fallwinter 14-15 show teaser

Fast fashion

Luxury fashion brands are shortening the time from runway to retail with digital shopping.

For instance, online retailer Moda Operandi launched an iOS mobile application just in time for Mercedes-Benz Fashion Week in New York to give designers a platform to showcase their collections in a mobile commerce environment right after their runway shows.

The app includes the same features as the retailer’s Web site, allowing consumers to preorder from a designer’s collection through flash online trunk shows. By expanding its commerce to mobile, Moda Operandi will be able to reach fashionistas on-the-go, and engage with their consumers in another channel ([see story](#)).

Also, British apparel brand Burberry allowed consumers to purchase pieces from its fall menswear collection immediately after the runway show.

Consumers were able to “Shop the Runway” following the brand’s London Fashion Week show Jan. 8, and the collection was available through Jan. 22. By shortening the time between collection presentation and commerce, Burberry was able to give consumers a unique experience of owning an item long before it hits store shelves ([see story](#)).

Like Burberry's shop the runway feature, this allows brand loyalists a first chance at merchandise, further solidifying their connection to Moschino.

"Requiring user to signup via email and use a personal code is a much more personalized experience than simply rolling the functionality out without any entrance barrier," Mr. Higgins said.

"I would expect Moschino to be targeting its more engaged users and brand evangelists to

take advantage of the functionality," he said.

Final Take

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