

MOBILE

Hermès encourages app sharing with two-screen content

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Video still from Hermes scarf app promotion

By SARAH JONES

French leather goods maker Hermès has updated its scarf-tying application to include a two-device game to encourage consumers to share the app with friends.

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Luxury Daily

Hermès' "Silk Knots" app, which includes videos and instructions teaching consumers how to tie their scarves in imaginative ways, now has more content and a collaborative video that can only be viewed when two devices are present. By updating with more than just a new collection, Hermès will likely get its fans to download the update and explore the app anew.

"Hermès seems to be trying to get loyalists to share their experience with friends," said Jeff Gunderman, president of [Eye](#), New York. "In addition to the value the app has for helping consumers understand how to tie their scarves, the two-screen component encourages getting a friend to download the app and participate, thereby encouraging word-of-mouth.

"The challenge with the execution is that to play the 'game for two,' additional content needs to be downloaded, so the friend needs to download the app and then can't

participate until they then download additional content," he said. "It would be a better consumer experience if this additional step were not necessary. It is likely the additional step will cause a lower engagement rate from consumers not being patient for the second download."

Mr. Gunderman is not affiliated with Hermès but agreed to comment as an industry expert.

Hermès did not respond by press deadline.

Two to tango

Hermès launched the app in the fall. It shows off the brand's iconic silk scarf collection in a whimsical manner.

Hermès' Silk Knots app uses brisk videos and animated how-to pictures to teach users the many ways that a silk scarf should be tied. Creating a playful app engages consumers and the educational component can establish a relationship ([see story](#)).

The app layout is the same as before. Four tiles on the homepage take consumers to different sections of the app.

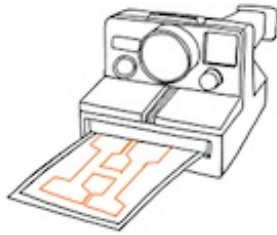
SILK KNOTS



KNOTS



SPRING/SUMMER
COLLECTION



ALBUM



GAME FOR
TWO

▶ DISCOVER THE WORLD OF HERMÈS



Hermès Silk Knot app

A “Knots” section includes videos and still images of an array of ways to wear the brand’s scarves.

To give consumers who had experienced the app before new content, Hermès released more scarf tying tutorials. New how-to cards tell consumers how to make a shirt out of two scarves and a ribbon and tie a large bow around their necks.



Bow

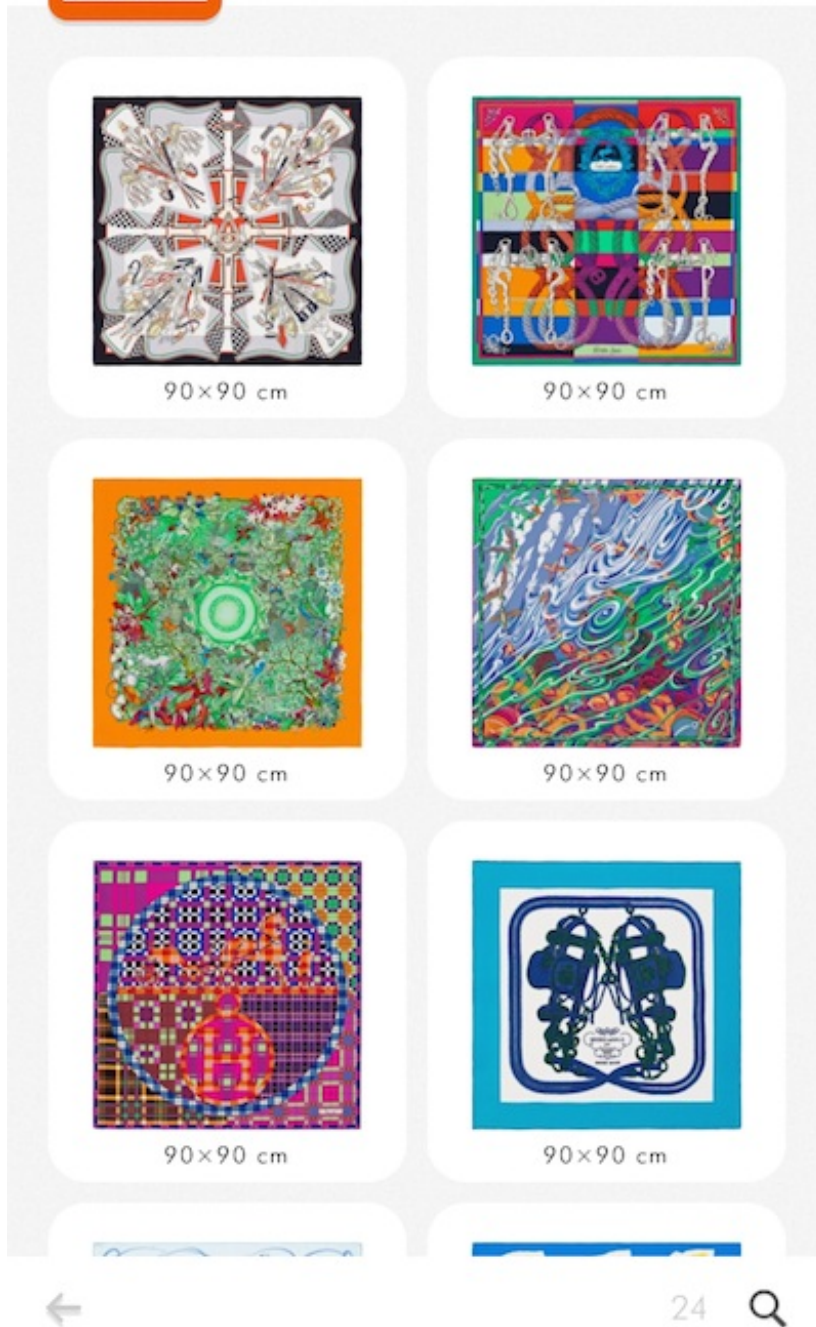


Hermès Silk Knot app

The “Spring Summer Collection” tile allows consumers to browse the latest line from the house. When a single scarf is chosen, the user can blow on the device’s microphone to flip through the collection individually.



COLLECTION HIGHLIGHTS



Hermès Silk Knot app

Icons below each scarf give options to love a scarf to add it to the favorites section, share it via social media or email and get more information about the design. Under the information tab, a button takes consumers to the knot tutorial featuring that particular style.

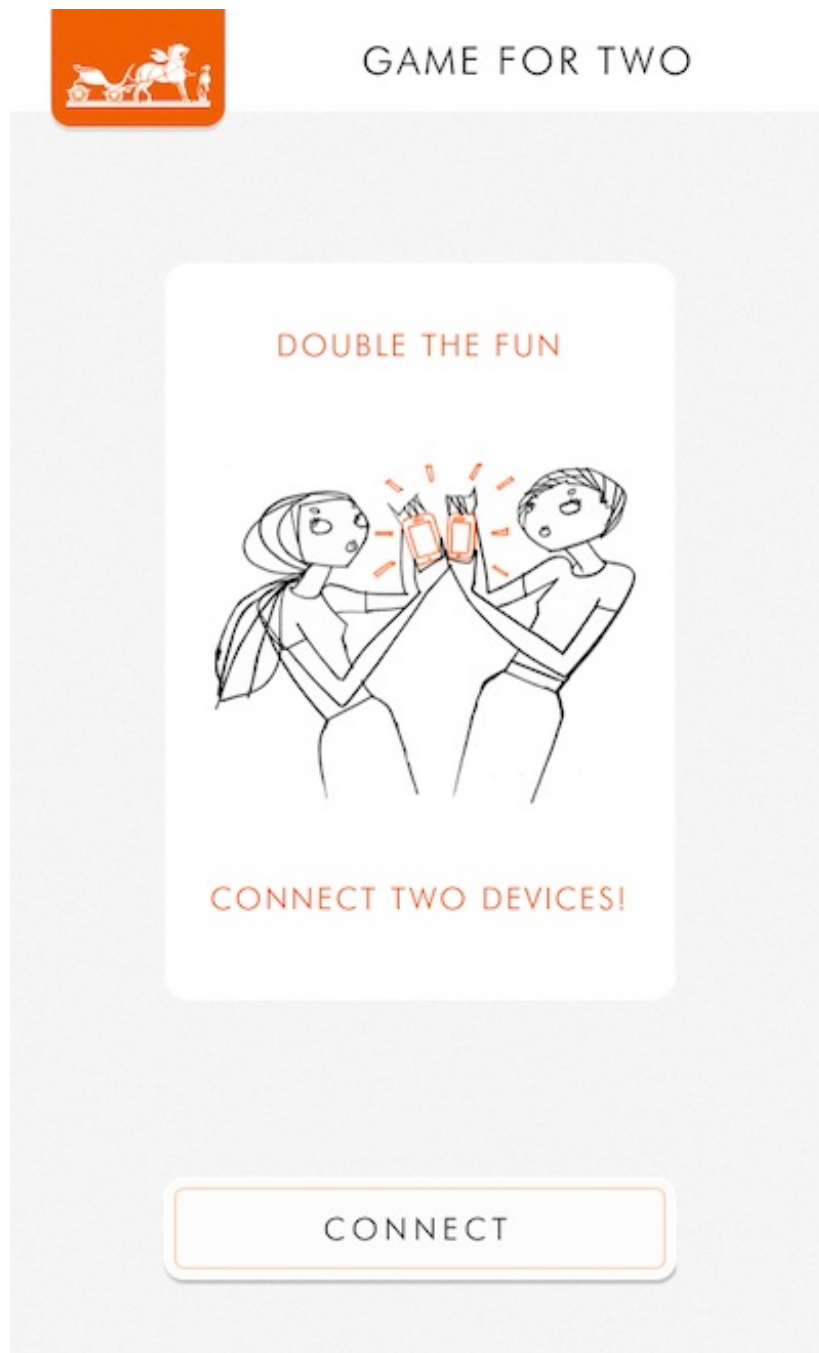
There is also a link to purchase, which takes consumers out of the app to the brand's Web site in their browser.

“Album” includes editorial images from Hermès, now updated to include the spring/summer 2014 Metamorphoses campaign.

The fourth tile is the “Game for Two.”

To experience the two-screen feature, both devices have to have the app and the game

downloaded. Consumers on each phone or tablet can then press a “connect” button when they are in close proximity and the devices will find each other.



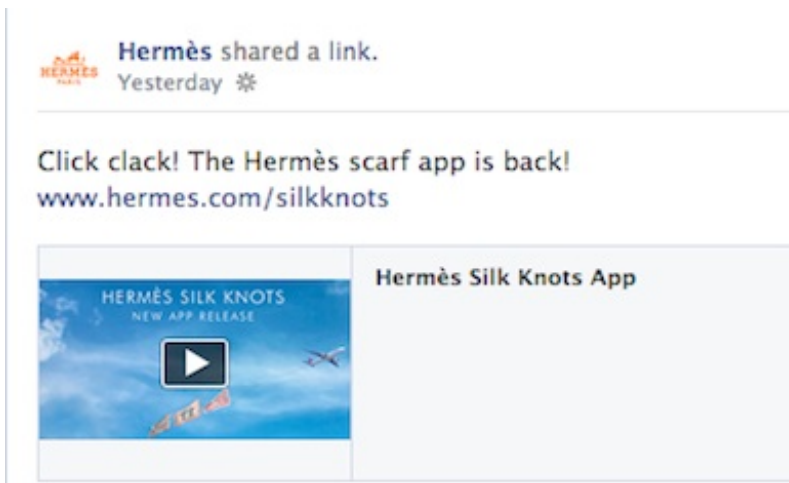
Hermès Silk Knot app

Two videos are available in this section. Once clicked, they play simultaneously across the two devices.

One model appears on each mobile device, and the two face each other. Users tie scarves together in tandem, passing them back and forth and interacting with one another.

This two-screen experience may prompt consumers who have the app to get their friends to download it as well so they can partake.

Hermès publicized the app update on social media.



Facebook post from Hermès

Content first

Hermès' recent apps have been quite interactive, allowing consumers to mold and shape iconic pieces from the house.

The leather goods maker is bringing its print magazine into the digital space with an origami tablet application for Apple and Android devices.

Through the Monde d'Hermès app, consumers can virtually fold pages of the magazine into shapes and then share them via social media or email. This app will likely encourage consumers who only interact with the brand online to pick up the print magazine ([see story](#)).

It is imperative for brands to consistently update their apps to provide the most relevant content to consumers.

Many luxury brands seem to have developed mobile applications to put a foot in the door of the mobile arena, but their reputations could falter if the apps are not properly maintained.

If luxury brands have apps filled with old content, or one that does not work well, it is useless for consumers. This can hurt a brand's overall marketing strategy, not just its mobile reputation ([see story](#)).

Due to this, brands need to think hard about what content they are providing to consumers.

"When updating an app or launching one for the first time, the key to loyalty is consumer value," Mr. Gunderman said. "Value and entertainment consistently rank highest with consumers asked about what makes them feel it's worth it to engage with their mobile device.

"The Hermès app delivers both value – the many ways to tie the scarf, as well as entertainment – the game," he said. "It's fun so people will likely spend time with it and the split frame will encourage using it more often because consumers will likely want to share with friends.

"They hid 'lucky cards' in the app to encourage exploration which is great but that part is

not played up well. It's a brilliant way to encourage consumers to explore but it is hard to even find out about the 'lucky cards,' so unless you spend a bit of time with it initially you likely may not discover they even exist."

Final Take

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