

MOBILE

Chloé uses new Tunepics account to get personal

June 10, 2014



Chloé designer Clare Waight Keller's Tunepics photo of her drive to work

By SARAH JONES

French fashion label Chloé is unveiling glimpses of its spring 2015 collection through a new account on social media mobile application Tunepics.

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Luxury Daily

Compared to the brand's other social media accounts, which focus solely on the brand, this account is manned by creative director Clare Waight Keller, lending a more intimate feel to the posts. By opening up about its designer's day-to-day work, Chloé will be able to connect on a deeper level with consumers.

"It's likely [Chloé] chose to document Clare's journey through Tunepics since it's a newer platform that many have yet to experiment on yet, giving the brand's designer an opportunity to create a unique destination for the Chloé brand on the platform," said [Brian Honigman](#), New York-based content marketing consultant and social media marketer.

"This is especially important to establish a presence on this platform before other apparel brands begin to flock to the network," he said.

"Tunepics presents a unique opportunity for brands to connect imagery with music to help create a stronger experience than a photo or a track could provide a consumer on its own.

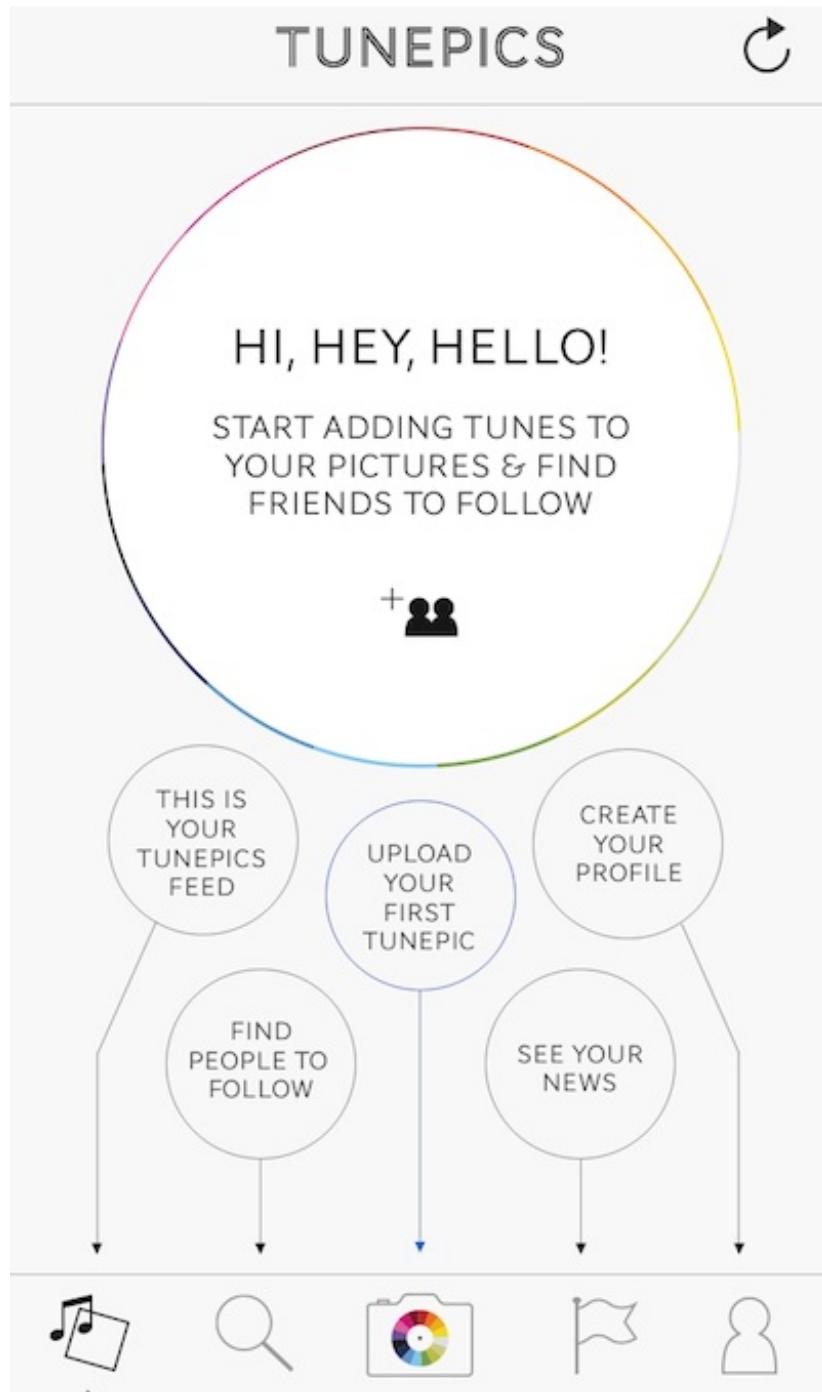
Apparel brands like Chloé typically have strong ties to the musical interests of their audience, which makes the experience a business is able to make for its customers on this network an ideal match."

Mr. Honigman is not affiliated with Chloé but agreed to comment as an industry expert.

Chloé did not respond by press deadline.

Musical diary

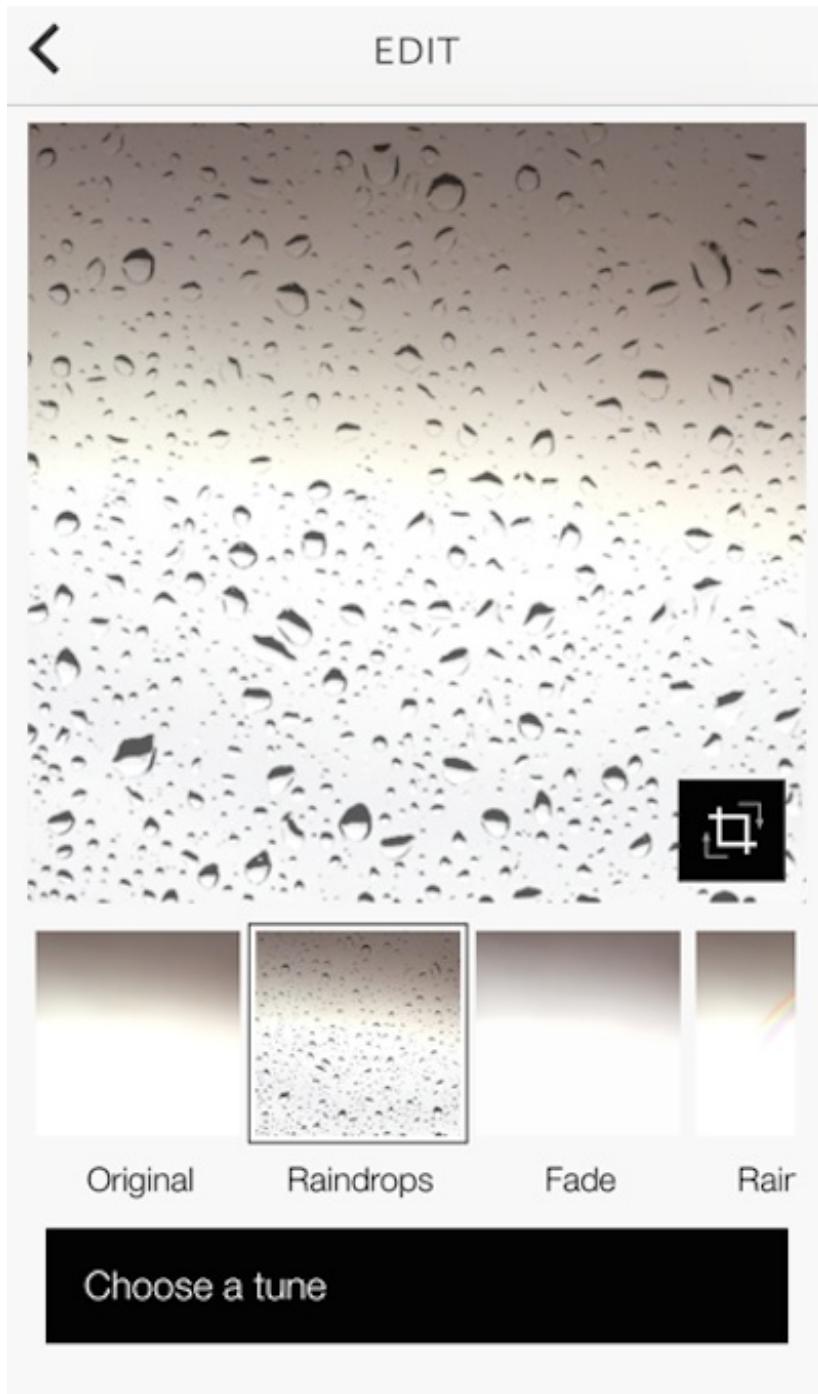
Tunepics combines photos with music. A user can either upload an existing photo from their device or take a photo through the app.



Tunepics home screen

After a photo is chosen, it can be edited with different filters. Next the user picks a song to

accompany their image by searching the in-app iTunes database.



Tunepics photo editor

When a consumer clicks on another user's post, music automatically plays.

Next to the name of the song is a link to download the track from iTunes. This adds a level of ecommerce, as well as allowing a consumer to own a small piece of a brand and feel more connected to a label.

The app is available for free for iOS on the app store.

Chloé introduced its Tunepics account on May 22, with Ms. Keller posting a selfie. In the post, she says the platform will be about her life working at Chloé.



TUNEPICS



You and I
Wilco



Chloé

chloe ♪

22 May

It's my life working at Chloé - join the
journey.....Clare x



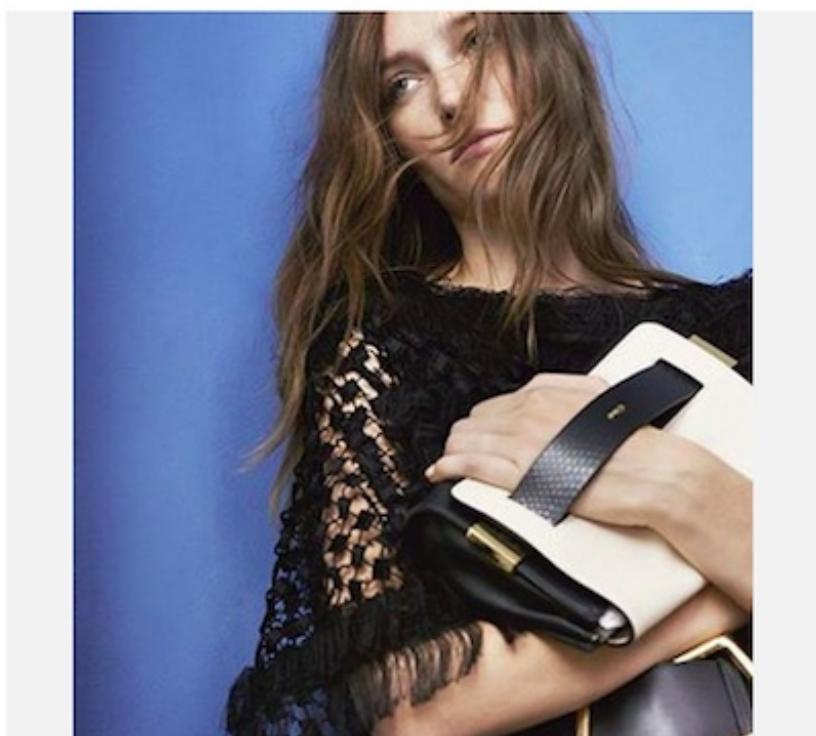
Tunepics post from Chloé

After amassing a number of posts, Chloé promoted the account on its Facebook page. This tells consumers that they can follow Ms. Keller's journey from Paris to New York for the presentation of the label's spring collection.

Follow @chloe on Tunepics to share Clare Waight Keller's journey from Paris to New York this week, as she prepares to present the new Spring 2015 collection.

Clare invites you into her world of castings, collections and craftsmanship as well as giving you behind the scenes access to the exclusive reopening of the Madison Avenue boutique.

You can find Tunepics at <http://tiny.ccitunes-tunepics>



Facebook post from Chloé

The post also gives a taste of what type of content they can expect going forward, explaining that Ms. Keller would be showing the casting and craftsmanship for the collection, as well as taking consumers inside the reopening of the brand's Madison Avenue boutique.

Ms. Keller took a photo as she sat in her plane to New York before taking off, pairing it with Lenny Kravitz's "Fly Away." A later photo shows her having a coffee with Man Repeller blogger Leandra Medine.



TUNEPICS



Fly Away
Lenny Kravitz



Chloé

chloe ♪

2d ago

Off to New York City goodbye Paris
#London #BritishAirways #Manhattan



Tunepics post from Chloé

From there, the designer shared previews of looks from her spring collection on models.



TUNEPICS



Golden
The Vamps



Chloé

chloe

16h ago

First preview of Chloé #Spring2015
fitting with the stunning Elizabeth



Tunepics post from Chloé

Adding a personal touch, and making consumers feel she is talking to them directly, Ms. Keller signs off on posts with either “Clare x” or “C x.”

Chloé’s profile on Tunepics had gathered close to 5,000 followers by press time.



TUNEPICS



chloe♪

Clare Waight Keller



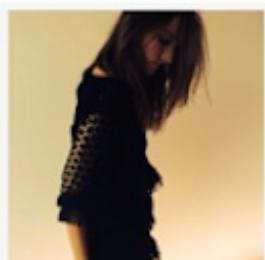
You follow

• • •

39
tunepics

8
following

4933
followers



Chloé's profile on Tunepics

Mobile connection

Chloé has previously connected with consumers on the move through mobile initiatives.

For instance, the fashion label marketed its fragrance L'Eau de Chloé through an engaging mobile application for the iPhone that included product details, social media functionality, campaign images and a photo contest.

Consumers could download the app and access behind-the-scenes looks at the making of the campaign, commercials and Chloé products. Users who participated in the photo contest had a chance to win branded products ([see story](#)).

Music allows brands to connect with consumers on a deeper level.

Italian fashion house Gucci expanded the reach of its social video with a Spotify hub

featuring playlists by popular DJs.

Gucci's Spotify profile is part of a larger social media campaign that launched March 11 for the label's Bamboo Fringe handbag, which showcased a number of female DJs' interpretations of the bag. Spotify tends to be dominated by millennial consumers, pointing to a younger, more aspirational target audience for this campaign ([see story](#)).

If Chloé keeps this up, it will provide a unique insider perspective on its brand.

"Humanizing a brand is always an excellent idea when executed correctly," Mr. Honigman said. "Ideally the Chloé brand will be more relatable to consumers because they're seeing content from its designer posted first hand on a new social channel.

"By sharing the unique perspective of the people behind a brand, you're better able to relay the value and trustworthiness of a brand to its audience," he said. "People will always be hesitant to trust the motives of a brand or company, but far more easily able to relate to the insights and musings of an individual."

Final Take

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