LUXURY HIT LIST:

5 BRANDS EMBRACING A DIGITAL-FIRST WORLD

The luxury industry was once lauded for its tradition and exclusivity. But shifts in demographics and spending behaviors, coupled with the widespread influence of social media, has encouraged many luxury brands to rethink their approaches to customer acquisition and loyalty. Some have reimagined their businesses entirely.

Now, with a large number of high-end players navigating the volatile tides of COVID-19, many are rising to the occasion and finding new ways to stand out in a digitally driven world. This Hit List spotlights five brands and retailers that are raising the bar and redefining "luxury" as we know it.



TUMI doubled down on its omnichannel vision. The international travel, lifestyle and performance luxury brand recently launched the TUMI Virtual Store, which was designed to unveil its Spring 2021 collection to customers in the Asia-Pacific and Middle East regions. Built upon a dynamic virtual store experience that includes interactive touch points and activations, the Virtual Store concept enhances TUMI's O2O ("Online to Offline" and "Offline to

As many brands pivoted their business plans and attempted to stand up new digital experiences,

Online") strategy. The Virtual Store integrates with other digital channels, including its Chat-and-Shop function. Meanwhile, TUMI shoppers who venture to stores across Asia-Pacific and the Middle East can tap into in-store kiosks to engage with digital properties.



counterpart. The Chanel Atelier Beauté store in New York City was designed to inspire such experimentation, creating an open space where shoppers can roam, test freely and engage with experts when they need to. But when the store had to shutter during COVID-19 lockdowns, it pivoted to a digital service model that kept the magic of "makeup play" alive. Although the store is open again, Chanel Atelier Beauté has seen great success with its virtual beauty chats, which are hosted by "Master Artists" and "Beauty Guides." Shoppers can schedule quick complimentary video chats with experts to find the right service or product as they shop

The beauty of makeup is that it inspires creativity and experimentation. In fact, that is what

makes the in-person makeup shopping experience so compelling and different from its digital

online. However, folks looking for something more consultative and high-touch can opt into 30-minute skin consultations, 45-minute makeup chats and 60-minute brow consultations. These paid sessions come complete with personalized plans, product recommendations and samples. Service fees are even redeemable for product, so customers can put the experts' recommendations into action.



renowned brand expanded these capabilities to watches in 2020 and eventually partnered with Snapchat on a series of try-on filters for its **sneaker line**. The most recent program launched in November 2020, with Gucci Beauty creating an immersive AR experience to promote its Bloom fragrances. The Portal Lens-based game helped create a whimsical experience that generated excitement around the new release and inspired consumers to click to the Bloom landing page

retailers have been especially bullish on the trend. Accelerated by COVID-19 lockdowns, we've seen more brands like Gucci use AR to bring their products into consumers' homes so they can

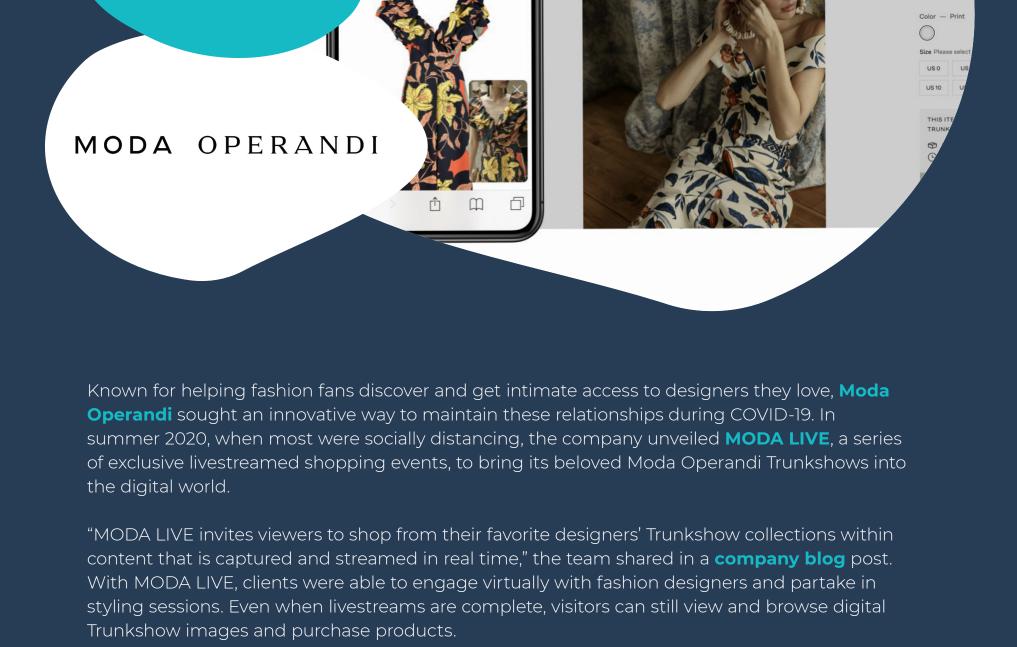
In fact, Gucci has made incremental investments in AR over the past few years, starting with its 2019 mobile app update, which allowed shoppers to "try on" its Ace sneakers collection. The

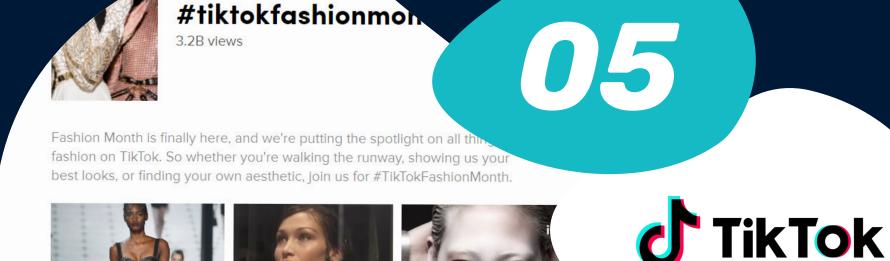
digitally "try them" before they buy them.

to learn more.

MODA OPERANDI atest — SHOP WHAT'S NEW

> Johanna (Authentic N Midi Skirt





How to pronounce fashion names (Part 2)

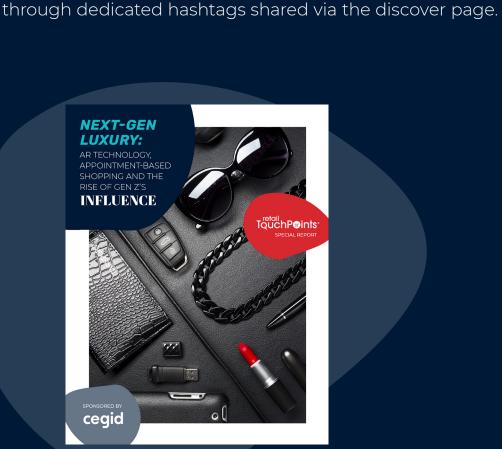
LESSONS IN STYLE ee Inside Fendi's First Ever Spring Couture Show

collections, TikTok is offering scalable solutions that reach customers, tastemakers, editors and buyers alike. During peak Fashion Week time, the social media app unveiled #TikTokFashionMonth, an initiative that brought fashion companies, creators and celebrities together for a series of livestreams, hashtag campaigns and creative effects. Between September and October, TikTok

With its emphasis on creative visual content, **TikTok** has focused extensively on building luxury partnerships and creating fashion-driven campaigns that cultivate community. At a time when

brands and designers are cancelling fashion shows and rethinking ways to spotlight new

hosted livestreams from Louis Vuitton, Saint Laurent, Prada and Alice + Olivia, among others. Following the success of this program, TikTok recently announced that it has named IMG Fashion its official editorial partner for TikTok Fashion Month, which will run to support the fall 2021 season. With this partnership, TikTok will feature live and taped material distributed across IMG's TikTok channels, @FashionWeek, @NYFW and @MADE, as well as relevant fashion week content creators and talent. TikTok users will be able to engage with fashion week content



SPECIAL REPORT!

DOWNLOAD OUR

WANT TO LEARN

LATEST LUXURY

TRENDS?

MORE ABOUT THE



Retail the New Way: The Cegid Retail unified commerce platform helps luxury brands provide the hightouch, highly personalised journey customers demand. Our solution offers brands the tools they need to capture sales, fulfill customer expectations and deliver a frictionless shopping experience. With Cegid, retail and luxury brands have one unified and global cloud platform, enabling them to maximise the digital transformation happening in the luxury sector while giving them insight into customer preferences,

retail TQUChP@ints° (in (f) (a) (o)

inventory management and other store operations. With a strong focus on the luxury market, Cegid helps brands seize new opportunities and retail the new way. Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. The Retail TouchPoints network, now including design:retail, is comprised of two weekly e-newsletters, special reports, web seminars, exclusive benchmark research, an insightful editorial blog, and a content-rich web site featuring daily

news updates and multi-media interviews at <u>www.retailtouchpoints.com</u>. The *Retail TouchPoints* team also interacts with social media communities via Facebook, Twitter, LinkedIn and Instagram.



digital-powered experiential retail.

201.257.8528

ABOUT THE AUTHOR

info@retailtouchpoints.com

Alicia Esposito, Director of Content + New Media Alicia is an editor-turned-content marketer, with a passion for all things focused on