

## Luxury brands tryst with Digital!

**Author :** JEMMA BRACKEBUSH

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### How Carolina Herrera's embracing digital experiments

The fashion world is circling **Snapchat**.

Witness designer **Carolina Herrera's** decision to launch her 2017 resort collection exclusively on the **Snapchat** publication Sweet last week. It showed the collection through a short video, using the 16-year-old actress, **Kiernan Shipka**, as the model.

The move was another step into the digital space for **Herrera**, whose team isn't shy about experimenting with technology to preview collections. Just last year the company used virtual reality and live streamed **Herrera's** Fall 2016 collection using 2,360 cameras to create a 360 degree video experience for viewers, which was produced by **Livestream**. The **brand** itself is also on **Snapchat** and has a million followers on **Instagram**.

"We decided to partner with **Sweet** because we like to be first with experimenting," said **CEO Francois Kress**.. "No one in fashion has done anything significant with them and it's the perfect cross road between publishing and **social** media."

Luxury **brands** are at a crossroads themselves as many are forced to figure out how to enter into e-commerce, social media, and an increasingly consumer-driven push towards see-now-buy-now models, while trying to maintain the exclusivity the industry has been built on.

But **Herrera** has embraced the idea of going all out on **digital**. In April this year the brand launched a new website with a live chat component, something [Burberry and Louis Vuitton](#) have already adopted, to enhance customers' online experience. With a click of a button, shoppers can be connected to a "style concierge" who can organize appointments or give information at any time.

“It’s live e-commerce with a human being,” said **Kress**. “We’re trying to inject human element into the **digital** world, which is so important when it comes to luxury.”

While most of **Herrera’s** luxury lines, like the resort collection previewed on Sweet, may be out of the price range for most of **Snapchat’s** millennial audience, **Kress** said the project wasn’t about driving sales.

“It’s about making the **brand** relevant and educating future customers. In luxury, everyone should know your **brand**,” he said. “We are enhancing the desirability of the **brand**, even if we think the audience isn’t available to purchase products.”

Building relevance and connecting with millennials is a move many luxe **brands** are trying to make. [Gucci and Fendi](#) for example have both just previewed 2016 pre-fall collections through interactive video, which in **Fendi’s** case offers a choose-your-own-adventure series of videos, with behind the scenes footage, aimed at making the brand feel more accessible to consumers.

“We see at fashion shows the editors are watching shows through their phones because they’re capturing video,” said **Kress**. “Shows need to be covered by **social** media and it’s not important, it is essential to launch collections through **digital** and **social**.”

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