

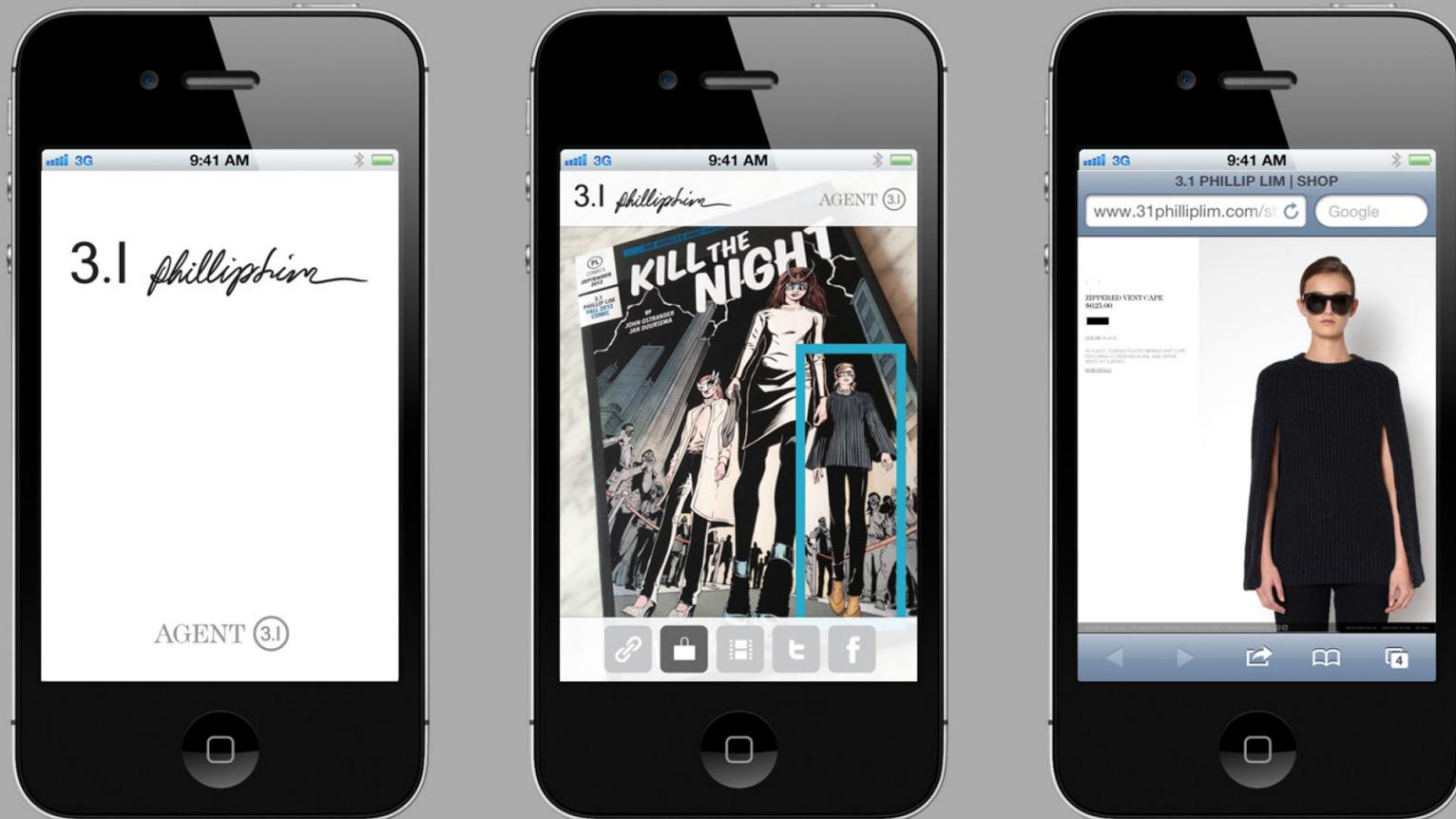
# Customer Case study

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US-based fashion designer of Chinese ancestry, born 1973

Sales estimated at \$60million in 2011

Phillip Lim designs available in 45 countries at over 400 different boutiques and department stores, including Barneys and similar high-end outlets

Described by New York magazine as 'laid back refinement with moments of romance'.

Phillip Lim awarded 2007 Council of Fashion Designers of America Emerging Talent in Womenswear award for his work as creative director of 3.1 Phillip Lim

Mobile Acuity product	On-Device MVS
Application	Agent 3.1 app
Platforms	iOS and Android
Developed by	King & Partners and Mobile Acuity

### Summary

New York agency, King & Partners has developed an app – Agent 3.1 – for fashion brand 3.1 Phillip Lim. The app uses Mobile Acuity's On-Device Mobile Visual Search (MVS) technology to allow consumers to gain exclusive insight into the brand and the designer. The app acts as a special 'lens' to the brand, unlocking exclusive content, hidden items, product details, designer inspiration, behind the scenes access, shop looks and links to special offers, creating a unique and interactive customer experience. 3.1 Phillip Lim's design sensibilities are 'all about the subtle details, the hidden transformations in the clothes – designed for the curious global citizen-making this app a perfect agent for discovery'.

Launched in September 2012, the 'Kill the night' comic book style printed collateral is linked to this additional online content. Using the Agent 3.1 app, select areas of the campaign material can be scanned with an iPhone or iPad camera to access further content on a mobile website. There are also custom looks that can appear and users can link to an online shop to purchase the items. The app also contains 'action layer' buttons for users to share the brand content via Facebook and Twitter or contribute to an online discussion.

### Key Highlights

- The 3.1 Phillip Lim Fall 2012 collection launch enhances brand print materials, look books, print ads and billboards with an application for iOS – Agent 3.1 – that lets users access exclusive brand content and products online upon scanning it with their device's camera.
- Mobile Acuity's On-Device mobile visual search technology is embedded in the app, which was developed in conjunction with King & Partners, to link offline branded material with exclusive online content.
- An additional social media or 'action layer' in the app enables consumers to share the content via Facebook and Twitter, contribute to an online discussion and shop selected lines from an online store.
- Mobile visual search is an emerging trend among luxury marketers since it does not interfere with the design of print campaigns, but can effectively engage target consumers on mobile.

## Quotes

### Philip Lim

'The comic book became the natural medium to tell this story, a story of duality and metamorphosis, day and night, black and white, love and betrayal. Things are not what they seem. Look again.'

Phillip Lim

### Scott Forshay

The following quotes are attributed to Scott Forshay, mobile and emerging technologies strategist for Acquity Group, Austin, TX, who was interviewed by Luxury Daily

'While I believe the strategy behind the app was simply to add layers of dimensionality to two-dimensional passive print assets and engage consumers in a manner unique to the device, I also believe the execution actually accomplishes a great deal more than the brand even intended it to.'

'As simplistic as this sounds, fundamentally, it is actually pretty revolutionary in digital fashion.'

'Upon launch, the user is simply presented with a literal lens through which to experience the brand, without navigational hindrances, and engage with an array of content on their own terms as the visual print interpretation of the brand's creative vision is provided added dimension and comes to life on the device.'

'The mobile medium is uniquely suited to revitalize traditional print for premier brands by allowing the consumer to experience a three-dimensional engagement with the content.'

'It is obvious that the label understands that blurring the pre-existing lines between the physical and digital worlds and allowing the device to serve as a connected compass to help consumers navigate an increasingly digitally-optimized world is the new model of marketing mobility.'

Scott Forshay is not affiliated with 3.1 Phillip Lim

## Customer Challenge

King & Partners were engaged by 3.1 Phillip Lim to develop an original new campaign and stimulating collateral for the new season's ranges that would draw the consumer in to a whole new level of discovery about the brand and new range.

## The Opportunity

King & Partners have extensive expertise of the luxury market and working with leading brands worldwide. They were looking for a new approach to consumer engagement and commerce and contacted Mobile Acuity about the opportunities for exploiting mobile visual search technology in the luxury market sector.

The timing of 3.1 Phillip Lim's new fall fashion release fit well with the development of Mobile Acuity's real-time mobile visual search technology solutions, including the recent addition of the 'action layer', linking consumers to key social media sites including Facebook and Twitter as well as targeted microsites and ecommerce.

## The Solution

The Agent 3.1 app embeds the Mobile Acuity real-time mobile visual search SDK with a custom-branded user interface.

Selected images and content from the Agent 3.1 campaign collateral range are linked to different mobile microsites.

An additional action layer adds custom-designed icons enabling users to instantly share their discovered content with friends via Facebook and Twitter, to create an engaging and fully interactive, luxurious and unique experience.