



Lanvin's latest handbags - which are inspired by everyday objects like takeaway boxes for cakes - peaked on Chinese social media | Photo source [Flaunter on Unsplash](#)

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VR USED TO CREATE CLOUD FASHION SHOW DURING COVID-19 LOCKDOWN

 FASHION & BEAUTY

Lanvin invited fashion bloggers and the pop star Jiayi to livestream the event, resulting in over 5 million views

Spotted: During Paris Fashion Week, Lanvin collaborated with video platforms Douyin, Yizhibo, iQiyi, and luxury e-tailer Secoo to create a cloud fashion show.

The brand also invited fashion bloggers and boyband UNINE's Jiayi (嘉羿) to livestream the show's behind-the-scenes action under the hashtag #lanvin云秀 (#lanvinCloudBasedRunway), resulting in over 5 million views.

Beyond its new clothing, Lanvin's latest handbags – which are inspired by everyday objects like takeaway boxes for cakes – peaked on Chinese social media, starting conversations and helping direct a younger audience to the brand.

More impressively, the collaboration experimented with VR, allowing customers to experience a rare front-row view. Viewers were also able to shop virtually at the BFC flagship store in Shanghai by instantly connecting with sales associates on WeChat.

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Takeaway:

The coronavirus epidemic is truly testing a brand's ability to respond, especially in the luxury industry. Like Lanvin, the key for many designers has been to increase human interaction through harnessing technology. This creative spark to provide innovative ways of connecting with consumers is drastically pushing the development of livestreaming, VR, and new social media tools in a way that will change approaches to marketing for the foreseeable future.