

QUARK MATCHES INNOVATION WITH ELEGANCE FOR LOUIS VUITTON

Louis Vuitton, the iconic luxury leather goods manufacturer, develops new iPad app for internal publications with Quark Publishing Platform and App Studio.

The luxury leather goods brand Louis Vuitton (LVMH group) has chosen Quark Publishing Platform, Quark’s enterprise customer communications solution, to produce and deploy an iPad app designed to distribute rich, interactive company information to iPadequipped employees and stores in France and worldwide.

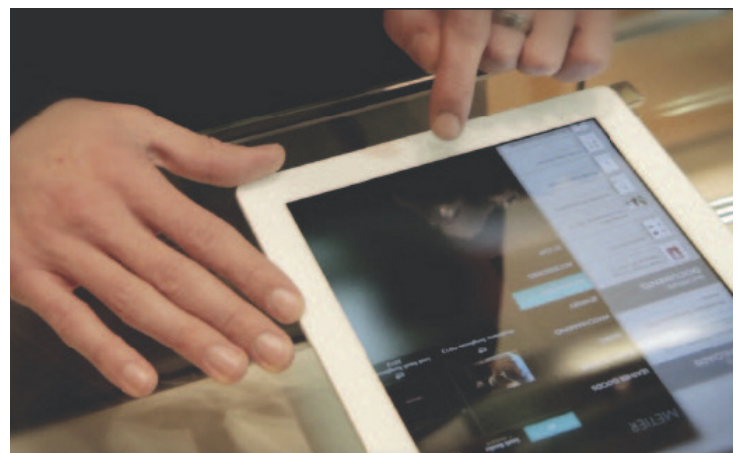
Louis Vuitton: A Brand Synonymous with Innovation

Founded by Louis Vuitton in 1854, the famous leather goods brand has a long tradition of innovation and is associated worldwide with an image of luxury with a French flair. In 1987, it became the first brand in the LVMH group — Louis Vuitton Moët Hennessy — directed by Bernard Arnault and diversified into ready-to-wear, footwear, watch making, perfume and stationery.

Today, with more than 18,000 employees, Louis Vuitton is present worldwide with 465 stores including 18 in France.

While the brand is one of the leading names in the luxury industry, Louis Vuitton maintains a strong desire to continue its innovation with high quality raw materials, tamper-proof locks, optimized production processes, and soon a dedicated leather goods hub in Angers, France.

The culture of innovation extends into the company’s internal communications. Employees receive information that promotes skills, highlights success and reinforces the brand within the company itself. To-date, this communication was produced solely on paper, in particular through an internal newsletter distributed to all employees.



Access to the App in the shopping stores, with public access available for guests.

Louis Vuitton and Quark: A Long-term Collaboration

Louis Vuitton is a long-time Quark customer using QuarkXPress to produce the company’s internal publications. Implementing Quark Publishing Platform was a natural

next step as Louis Vuitton scaled its communication and publishing capabilities to include not only print, but Web and digital.

“When the iPad came onto the market, Louis Vuitton saw a strategic opportunity to pursue its policy of innovation in the digital publishing sphere,” sums up Jérôme Guillement, Mobile and Publishing Innovation Project Manager within the brand’s IT division. “The idea of transforming our printed newsletter into a digital edition has always been on the agenda, both for financial reasons as well as to increase circulation.” When Apple’s tablet arrived, it completely revitalized Louis Vuitton’s approach. Its digital publishing strategy no longer included just the internal newsletter in Web format but it needed to be available on the iPad as well. At the same time, the leather goods manufacturer began to consider how it could extend digital publishing to additional communications and content.

App Studio and Quark Publishing Platform: The Triggers

“When we were able to test the first App Studio, we realized that it corresponded perfectly to our needs,” explains Guillement. “We needed a solution that would allow for iPad access not only to the internal newsletter but also to almost all of our internal documentation, such as the brochures and catalogues we produce every day. Furthermore, the ability to enrich content with the Quark digital publishing solution opened the way to new creative channels.”

The skills the Louis Vuitton teams already had with Quark solutions was one of the key factors in the brand’s commitment to develop a digital strategy based on Quark Publishing Platform. “We were very satisfied with what Quark was offering in terms of digital publishing and did not want to turn towards an alternative solution which, in any case, would not have offered us the same level of quality and innovation,” says Guillement.

The teams responsible for mobile and publishing innovation appreciated the high level of customization in the solution which made integration with existing applications easy. This was a critical point for Louis Vuitton in order to keep full

CHALLENGES

- Convert paper version of internal newsletter into a digital version
- Roll out an app that matches the Louis Vuitton brand to a fleet of iPads for internal communication purposes
- Provide access to marketing and communications documents and other materials to the brand’s stores
- Enrich digital content with interactivity and multimedia elements

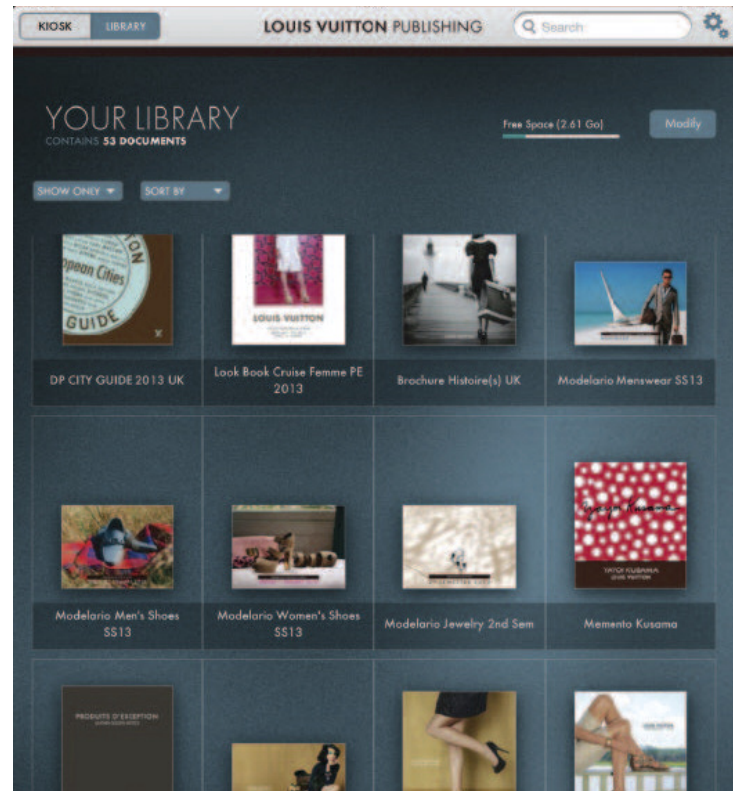
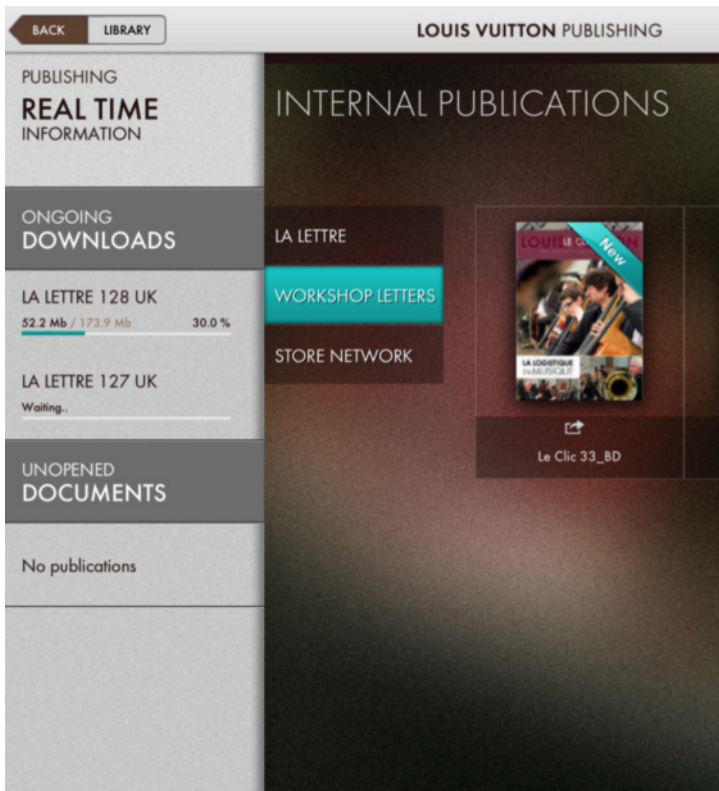
SOLUTIONS

- Quark Publishing Platform
- QuarkXPress
- App Studio

RESULTS

- Internal newsletter app with rich interactive features for the iPad and available to iPad-equipped employees
- App that provides internal access to Louis Vuitton sales sheets, brochures, and catalogues and mementos
- App available in a public mode (with limited access to some documents) for client consultation in store
- Deployment of an iPhone version of the app to the Louis Vuitton commercial team
- Second Quark Publishing Platform installation in Asia

control over the brand and brand guidelines. In less than eight weeks, a functional pilot was implemented, tested and then put into production. The pilot was managed entirely by the internal graphics studio, which is able to enrich documents in a fully transparent and optimized manner.



On the left, navigation through the business categories with pending/ ongoing downloads pane. On the right, access to the local iPad documents stored locally in the user's private library.

keywords, description, and file name as well as a dynamic table of contents to make search more effective. Finally, a public mode is also available which, later, will enable us to offer our clients access to a certain number of documents at sales sites."

Louis Vuitton App: Innovation Serving Elegance

Today, the Louis Vuitton app includes three document types: PDFs, interactive publications (with video, slideshows, Web sites, specific read modes) and videos. It consists of a kiosk, which is used to navigate through the Quark Publishing Platform tree structure to select and download the desired publications before viewing them on the iPad. The app also includes a library for previously downloaded documents (which can be read in off-line mode).

The app also includes publications with rich content, such as videos, automatic slideshows, and sound — all available in both vertical and horizontal versions.

"When you visit the kiosk," explains the Louis Vuitton project manager, "you can see the 20 most recent documents available with two status options: "Update" indicates that a current document previously downloaded by the user has been updated, and "New" for publications less than three weeks old. We have also set up a dynamic search system, by

Quark Publishing Platform: A Unique HTML 5-based Solution

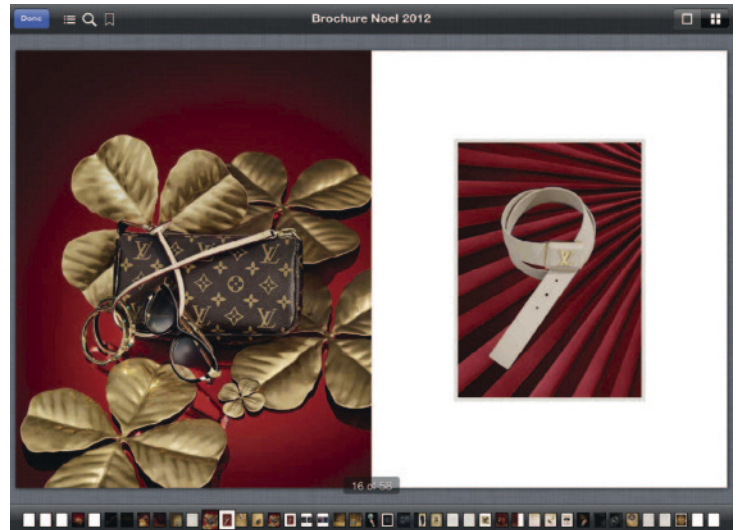
Stéphane Dayras, Quark European Technical Director, explains, "Quark Publishing Platform is a fully customizable publication solution based on HTML 5 which facilitates the creation of targeted, relevant communications that improve client relationships and strengthen their level of satisfaction. In addition to paper and the Web, Quark Publishing Platform also allows for the reuse and secure, user- and role-based distribution of content across mobile and tablet devices. Our platform is the only digital distribution solution

of its kind and perfectly complements MDM (Mobile Device Management) solutions that only manage peripherals and apps but not the digital content disseminated in apps. Louis Vuitton has mastered these capabilities and now draws the full benefits of a high quality, enriched app that adheres to the brand's values."

2013: HTML5 and iPhone

Following the success of the app developed using Quark Publishing Platform, Louis Vuitton aims to extend its digital publishing strategy. Several projects will likely be initiated during 2013. "The first will be an iPhone version of the app, including mementos and publications containing all products available in the current collection, as well as a new version of the app utilizing HTML5. There will also be a new desktop browserbased app for non-tablet and smart-phone users.

Louis Vuitton will also implement a second installation of Quark Publishing Platform in Asia. "Our second implementation of Quark Publishing Platform will have two major functions. It will serve as a mirror to the first system deployed in Paris, so that any employee travelling can access all content regardless of where they are in the world. It will also be a disaster recovery solution to ensure uninterrupted access to our content should the first system fail."



ABOUT APP STUDIO

App Studio is the next generation digital publishing solution that uses HTML5 to push the bounds of user experience without the high cost and effort associated with custom app development. By combining the market-leading HTML5 technology from the recent acquisition of PressRun with Quark's existing digital publishing technology, App Studio is the only digital publishing solution that allows users to create branded content apps using QuarkXPress, InDesign, HTML5, and XML. Through a managed cloud environment, designers, authors, and extended teams are able to collaborate to create rich, interactive content that can be delivered across multiple platforms and devices.

Get started for free at www.AppStudio.net

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