

INTERNET

## Top 10 brand social videos of Q2

July 1, 2014



*Dior's latest fragrance range, DiorAddict*

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By JEN KING

In the second quarter of 2014, luxury marketers took new angles to filming video campaigns to show lifestyle, heritage and the inspiration behind brand codes and products.

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**Luxury Daily**

These approaches included new technologies, multiple perspectives and behind-the-scenes videos with a twist. Bringing visual storytelling to new places, marketers in the second quarter aimed to engage with consumers while strengthening the allure of luxury brands.

Here are the top 10 luxury brand videos of the first quarter of 2014, in alphabetical order:



*Luca Dotto for Acqua di Giò*

### Armani's Acqua di Giò video

Italian fashion label Giorgio Armani increased consumer engagement by placing the viewer in the protagonist's role for its latest Acqua di Giò campaign video.

By clicking an icon on YouTube's view finder, the consumer could alter the perspective of the "Scent of Freedom" video to see the model's point of view or watch the scene normally.

Although the viewer was not truly a part of the effort, allowing the consumer to decide how to watch increased engagement and was more likely to leave an impression.

The interactive video can be viewed [here](#).

Embedded Video: [//www.youtube.com/embed/gzzSxCMqJUI](https://www.youtube.com/embed/gzzSxCMqJUI)

*Acqua di Giò - Scent of Freedom - Giorgio Armani*



*Bentley*

### Bentley's "Intelligent Details" iPhone 5s film

British automaker Bentley Motors showcased the thought process behind its technological advances with a new film shot with an iPhone 5s.

The brand recently integrated iPad tables into its flagship Mulsanne model and the film follows the people who spearheaded the design. Although the film's merits likely attracted brand loyalists, the unusual method pulled in those interested in the iPhone's capabilities.

Viewers then learn that the video was shot with an iPhone 5s and was edited and assembled using the in-car connectivity and entertainment platform.

Embedded Video: [//www.youtube.com/embed/lyYhM0XIIwU](https://www.youtube.com/embed/lyYhM0XIIwU)

*Intelligent Details*



*Video still from Berluti*

Berluti's "Grande Mesure Fully Bespoke Tailoring" film series

French apparel and accessories brand Berluti allowed consumers to watch the bespoke tailoring process before ordering a custom suit themselves with a social video series.

Berluti's "Grande Mesure Fully Bespoke Tailoring" videos show the making of a suit, from measuring and cutting to the fabric to the point where the consumer gets to try on his one-of-a-kind creation. For consumers who might not be convinced of the merits of custom tailoring, these six videos may sway them to book an appointment.

The first video, "Taking the Measurements," follows that text, showing the consumer a first appointment. The client is greeted at the door of the store and taken to a salon where the tailor shows him fabric options and they talk about design.

Embedded Video: [//www.youtube.com/embed/63Tlcq1IBM0](http://www.youtube.com/embed/63Tlcq1IBM0)

*Grande Mesure fully bespoke tailoring – taking the measurement*

Berluti's video series can be viewed [here](#).

Dior's wonDiorland campaign

Dior garnered much anticipation leading up to the launch of Dior Addict fragrance by slowly releasing teasers to lead up to a Harmony Korine-directed short film for the new collection. The odd aspect of the teasers' releases was that the brand created a new Facebook page under the name wonDiorland to post the teaser videos and photos from the shoots.

The full-length Dior Addict campaign film shows a woman sitting in an empty ballroom before climbing through a mirror positioned above the room's fireplace.

When she is through the mirror, she enters a fantastical world where Dior has created its own type of "Alice in Wonderland" with flowers, oversized chairs and the Dior Addict fragrance acting as one of the potions Alice ingests in the story.

Dior increased the campaign's interaction with a mobile device tie-in that allowed the consumer access to exclusive content.

Embedded Video: [//www.youtube.com/embed/gdbr\\_2yY3tw](http://www.youtube.com/embed/gdbr_2yY3tw)

*Dior Addict Fragrance - The film*



*Flickr image of Sacred Heart taken by Olivia Bee*

### Hermès “Sacred Heart” film

French leather goods maker Hermès targeted younger consumers with a social video featuring its scarves.

“Sacred Heart,” filmed by twenty-something photographer Olivia Bee, showed an ingénue model flitting around a beach wearing the brand’s scarves as a sarong or wings. By choosing to work with a younger director and model, Hermès was able to connect to an audience closer to their ages.

“By shooting the scarves in a variety of scenes and worn in multiple ways, Olivia Bee is communicating the flexibility and beauty of the scarves while sharing a sense of their soft suppleness through scenes such as fluttering in the wind,” said Kelly Cooper, senior marketing manager for [ShopIgniter](#), Portland, OR.

“The film simultaneously conveys a vintage style with modern comfort, fun, and prettiness,” she said.

“This film effectively crosses boundaries capturing youthful audiences with scenes such as a model dancing on the beach, and classic audiences with a sense of nostalgia created through imagery reminiscent of summertime and the vintage film style.”

Embedded Video: [//player.vimeo.com/video/83870375](https://player.vimeo.com/video/83870375)

### *Sacred Heart from Hermès on Vimeo*



*Items created for Petite h*

### Hermès' Inside Petite h episodes

French leather goods brand Hermès raised awareness of its Petite h collection with an email blast featuring a scientist in a lab coat.

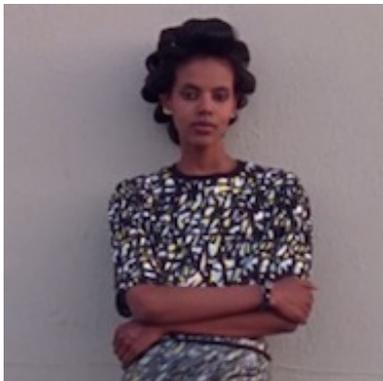
Petit h takes leftover fabric and pieces with slight imperfections and turns them into unique pieces that sit outside of a fashion season. While using remnants might not seem like a luxurious concept, Hermès has used digital content to prove otherwise.

In the first episode of the five-part series, Petit h artistic director Pascale Mussard takes consumers on a tour of all of the various things Hermès holds onto, like pieces from a discontinued line or metal with tiny scratches, all her “little treasures.” She takes the viewer with her to the factory where they cut the leather, and explains that she can use the scraps to make something.

Other videos in the series show silver spoons being turned into pendants and lamps and a section of a store being dedicated to Petit h.

Embedded Video: [//www.youtube.com/embed/NZVBC2XrAPw](https://www.youtube.com/embed/NZVBC2XrAPw)

*Inside Hermès petit h - Episode N°1*



*Video still from Kenzo's Dawn in Luxor*

Kenzo's “Dawn in Luxor” for spring/summer 2014

LVMH-owned French fashion house Kenzo highlighted its creative directors' heritage through a surreal video featuring the spring line.

Kenzo's “Dawn in Luxor” told the story of an alternative California, the inspiration for the brand's spring/summer 2014 collection and the childhood homes of Carol Lim and Humberto Leon. The film highlighted a mix of cultures, allowing the brand to point to its own mix of cultures that went into the formation of the Kenzo label.

The brand enlisted filmmaker Kahlil Joseph to write and direct the short four-minute film. Throughout the film, the characters wear Kenzo clothing, but the film is more about the aesthetic and story than the clothes.

Embedded Video: [//www.youtube.com/embed/VdXQmhrbuCY](https://www.youtube.com/embed/VdXQmhrbuCY)

*Kenzo "Dawn in Luxor" by Kahlil Joseph*



*Loewe Instagram image*

### Loewe X-ray handbag film

Spanish leather goods brand Loewe released an X-ray video of one of its handbags to highlight the “bones” of the construction.

Loewe’s video showed a skeletal version of the bag, revealing pleating details to highlight the workmanship behind the bag. This is a different take on the craftsmanship video popular with luxury brands that can fall into a predictable format, showing artisans in a factory hand sewing leather pieces meticulously.

The video was produced for an event at its Nihonbashi Mitsukoshi store in Japan in February 2014. Gabriel Galíndez and María Granda art directed the film.

Loewe’s bag is never shown as it appears to the naked eye, leaving its skeleton as the sole image. Showing the exterior of the bag may have solidified the link between the inside and outside of the bag.

Click [here](#) to watch the Loewe’s [video](#).



*Video still from Stuart Weitzman's "Feel So Good"*

### Stuart Weitzman’s “Feel So Good” lifestyle video

U.S. footwear label [Stuart Weitzman](#) promoted a lifestyle first and shoes second in a new social video.

Stuart Weitzman’s “Feel So Good” video, which premiered May 22, starred actress Zoe Saldana in a dreamlike world filled with beautiful men and women lounging poolside at a Hollywood house. This video allowed the brand to connect to an audience on social media, which tends to skew younger.

Nino Muñoz directed the short black-and-white film, which is set in a glass house that

overlooks Los Angeles. The video is set to a soundtrack of Jamiroquai's song "Feel So Good."

The three-minute video begins with overlapping images of Ms. Saldana rising in bed and men jumping into a pool. The actress gets out of bed wearing a sheet and the video cuts to an image of her in a little black dress and heels twirling inside a curtain.

Embedded Video: [//www.youtube.com/embed/v5Zjmv5VMac](http://www.youtube.com/embed/v5Zjmv5VMac)

*Stuart Weitzman - Feel So Good*



*Tiffany's Elsa Peretti Bottle collection*

Tiffany & Co.'s video homage to jewelry designer Elsa Peretti

Jeweler Tiffany & Co. aimed to revitalize interest in its Elsa Peretti collections with a social campaign that includes the musings of the Italian jewelry designer and a biography video.

The Elsa Peretti biography is approximately 13 minutes long, making the film stand out from other social videos. Fans of the designer's work will likely be interested in learning more about the woman behind the collections, but general consumers may not have the bandwidth to tune in for an extended period of time.

Tiffany's film takes Ms. Peretti's sketches and animates them before showing the finished pieces. A female narrator tells of Ms. Peretti's use of natural lines and shapes along with quoting the designer.

During the film, the consumer comes to understand Ms. Peretti's designs through learning about her life. For example, while modeling in Spain in the 1960s, Ms. Peretti sat for surrealist artist, Salvador Dali and her experience with Mr. Dali drove her interest in sculpture.

Embedded Video: [//www.youtube.com/embed/KVG7cDV2rUk](http://www.youtube.com/embed/KVG7cDV2rUk)

*Elsa Peretti: Visionary Designer*

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/-3JbtAjGqFw](http://www.youtube.com/embed/-3JbtAjGqFw)

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