

MULTICHANNEL

Top 10 luxury brand social marketers of Q3

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Mulberry on WeChat

By NANCY BUCKLEY

Luxury brands consistently turned to Instagram and WeChat to reach younger and aspirational consumers in the third quarter of 2014.

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Several campaigns handed over the camera to people both within and outside the brand to cultivate their Instagram accounts. Luxury marketers also experimented with WeChat and short social videos to grab consumers' attentions for short bits of time.

Here are the top 10 social efforts from the third quarter of 2014, in alphabetical order:



Boucheron's Trésor de Perse necklace

French jeweler Boucheron took consumers on a visual journey to discover its latest high-jewelry collection by posting short videos on Instagram that showed details of the pieces.

With many jewelry brands turning to Instagram to display new collections, Boucheron likely stood out among competitors by going beyond images. Although the clips average 14-seconds, the quick format may have appealed to consumers pressed for time, but interested in seeing the pieces.

Beginning on July 7, Boucheron used its social media accounts to draw attention to its latest high-jewelry collection, Rêves d'Ailleurs, meaning "Dreams of," by inviting consumers inside its Paris boutique on Place Vendôme.

On Facebook and Twitter, Boucheron shared a short video clip, posted originally to its Instagram account, that set the stage for the high-jewelry unveiling. In the clip, Boucheron took the viewer inside its private salon where display cases lined a wall in a ornately decorated room ([see story](#)).



Dunhill fall 2014 campaign image

British menswear label dunhill showed off its fashions creatively with an ongoing Instagram series of commissioned artwork.

#CuratedBydunhill is published each week, and so far has shown pieces from digital artist Ignasi Monreal. Using Instagram to show surreal interpretations of fashion will help to engage dunhill's audience, while showing a more artistic side of practical attire.

Dunhill introduced the series Sept. 2 on Instagram, Twitter and Facebook. Since the first post, the brand has kept the artwork confined to Instagram ([see story](#)).



Nicolas Ghesquière's first post

French fashion house Louis Vuitton handed over its Instagram account to the artistic director of women's collections, Nicolas Ghesquière.

Mr. Ghesquière announced his takeover with an Instagram post of a hand written note that says "taking over LV Instagram." The shift has occurred in the final steps of the Louis Vuitton spring fashion show at Paris Fashion Week and will likely intrigue fashion followers worldwide.

For the entire week Mr. Ghesquière held the reins on Louis Vuitton's Instagram account and documented the week through his eyes ([see story](#)).



Alden Wallace

Mercedes-Benz USA injected fresh perspectives into its Instagram feed by allowing social influencers, journalists and team members to curate content for the account for certain designated periods.

The #MBPhotoPass initiative shows brand vehicles in organic situations and ensures that the account does not get bogged down with the same material. Also, fans tend to appreciate thematic continuity in brand posts and will likely look forward to subsequent editions, while privately hoping to get a #MBPhotoPass themselves ([see story](#)).

British label Mulberry reached out to Chinese consumers by creating a larger digital presence on regional social media channels.

A little over a year ago Mulberry joined Weibo and recently created an account on WeChat to connect with Chinese consumers. The use of international social media accounts will likely bring the brand global awareness and increased clientele.

"As Mulberry is a brand with a rich heritage and sophisticated, nuanced identity, WeChat acts as a platform for consumers to tailor their own journey through the brand story," said Jonathan Smith, managing director of [Hot Pot Digital](#), London.

"In addition to allowing consumers to explore the classic leather icons within Mulberry's product range it affords them greater insight into the origins of the brand, as well as behind-the-scenes content from current campaigns," he said ([see story](#)).

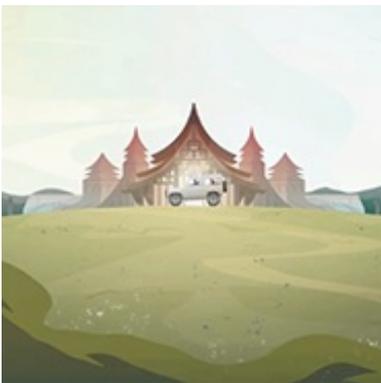


Nordstrom Instagram image

Department store chain Nordstrom enabled ecommerce through Instagram with a clickable link in the profile section of its account.

Nordstrom worked with social media agency Curalate to be the first to use its Like2Buy platform, which houses Instagram photos that link directly to a brand's existing ecommerce site. Instagram provides high engagement but has proved an obstacle for linking to purchase options, so this solution could give marketers a way to generate business from the social platform.

Instagram posts do not allow for clickable links in the text, but the profile section of an account does allow for one link. Nordstrom's profile now has a clickable hyperlink to its page on Like2Buy ([see story](#)).



Video still

The Ritz-Carlton Hotels gradually unveiled a social video series piece by piece, a tactic commonly used by fashion brands.

The new social video is an animation that follows the hotel experience of Alice and, after teasing segments, fans could watch the full film on Sept. 12. Animations present hotel brands with great flexibility when trying to convey what awaits a consumer when booking a room.

"The original concept for this video was to design it for the social environment, but we also wanted something that could speak to the entire Reserve experience," said Clayton F. Ruebensaal III, vice president of marketing at [The Ritz-Carlton](#). "So it needed to be short and long.

"These chapters that add up to tell our full story accomplishes both," he said. "Alice's story

is made up of a series of moments where she discovers the world.

“For those of us obsessed with travel, it’s fun to see it play out through these short snapshots of the places we all love or hope to one day experience” ([see story](#)).



Saks' Like2buy images

Department store chain Saks Fifth Avenue heightened its sense of community through a new content hub that streamlines social media interactions with consumers.

Using New York Fashion Week as a backdrop, Saks’ content page, housed on the retailer’s Web site, it launched on Sept. 4. The new aspect of Saks’ Web site, dubbed as a “fanreel,” created a center for the retailer’s fashion-forward consumers to gather and share via social media.

“During New York Fashion Week and the lead up to the European fashion weeks, there is a concentrated discussion around fashion and style,” said Kathleen Ruiz, senior vice president of marketing and PR at [Saks Fifth Avenue](#), New York. “We targeted this important timing to kick off our new social shopping experience, #SaksStyle and wanted to capitalize on the significant increase in real-time conversation to leverage the launch.

“The #SaksStyle hub is shoppable via Saks.com,” she said. “It creates a 360° experience that turns Saks lovers into style icons whose shoppable selfies can inspire others to get their looks with a couple clicks” ([see story](#)).



How to host a tea part on Trump at Home Tumblr

Trump Hotel Collection launched a new Tumblr to feature Trump at Home, a lifestyle collection that highlights videos and images from various Trump hotels.

The Tumblr established a space for the brand to share and suggest home and lifestyle ideas for guests to bring into their homes. The site will likely inspire guests to interact with

the brand after a stay.

It is the online component to the Attache service at Trump Hotel Collection. Trump at Home allows guests to bring some of the hotels' services into their own homes.

The instructional videos, tips and articles are presented by hotel employees and help recreate the Trump experience at home ([see story](#)).



Yoox mobile commerce

Yoox, the official ecommerce partner of Kering, is teaming up with Chinese social communication application WeChat to enhance its consumers' mobile shopping experience.

As part of the global partnership, Yoox created new official accounts for the United States and Italy on WeChat, as well as revamping its existing Chinese account. Tapping into WeChat's platform for social shopping will allow Yoox to make the mobile commerce experience more personal for consumers, giving access to live chat and messages from the retailer.

"The U.S. is our first market and we're always looking for new and innovative ways to connect with our customers here," said Clement Kwan, president of [Yoox Corp](#), Yoox Group's U.S. subsidiary, New York ([see story](#)).

Final Take

Nancy Buckley, editorial assistant on [Luxury Daily](#), New York

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

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