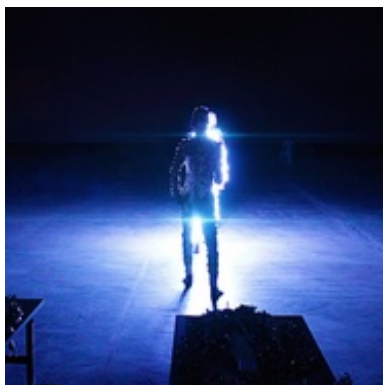


BLOG

Top 10 luxury brand social videos of the year

December 26, 2014



Lexus "Life is Amazing" stobe lightman

By NANCYBUCKLEY

Luxury brands created many social videos that displayed their artistic, technological and humorous sides in 2014.

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Luxury Daily

This year, Harrods took the whimsical root with a Christmas mouse, Chanel looked toward the past, Jaguar highlighted British villains and Lexus put acrobats in motion. The various films released by luxury brands captivated consumers' attentions and sought to add a little more creativity to marketing campaigns.

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



Luca Dotto for Acqua di Giò

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 ([see story](#)).

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

Acqua di Giò - Scent of Freedom - Giorgio Armani



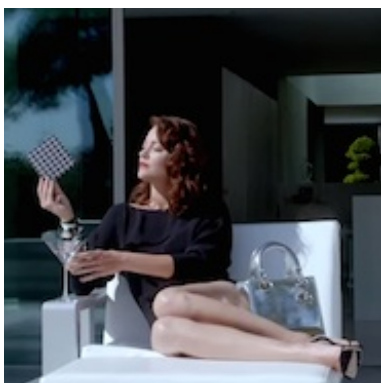
Pharrell Williams and Cara Delevingne in Chanel's Reincarnation

French fashion house Chanel aired the full version of its "Reincarnation" film in anticipation of its Metiers d'Art runway show Dec. 2 in Salzburg, Switzerland.

The narrative film stars musician Pharrell Williams and model Cara Delevingne and was inspired by an Austrian resort holiday that left an impression on brand founder, Gabrielle "Coco" Chanel. With much buzz surrounding the film, including teasers shared last week, Chanel premiered the full version on its social channels to increase talk about its upcoming runway presentation ([see story](#)).

Embedded Video: [//www.youtube.com/embed/wO4-TV6Zckc](https://www.youtube.com/embed/wO4-TV6Zckc)

Reincarnation by Karl Lagerfeld ft. Pharrell Williams, Cara Delevingne & Géraldine Chaplin



Video still from Dior's "Enter the Game"

French couture house Christian Dior is furthering its collaboration with muse and campaign star Marion Cotillard with a social video featuring "Snapshot in L.A.," a song she co-wrote and performs.

"Enter the Game" shows the actress/singer lounging beside a pool wearing Dior, defying gravity and hopping across the surface of the water and performing choreographed dance moves. Through this branded music video, the connection between Ms. Cotillard and Dior will become stronger for consumers ([see story](#)).

Embedded Video: [//www.youtube.com/embed/5GQsSfzBtzI](https://www.youtube.com/embed/5GQsSfzBtzI)

Enter the Game - Marion Cotillard - "Snapshot in LA"



Peter Pumpemickel and Father Christmas

British department store Harrods is revealing its holiday festivities with a social video and several in-store events.

The activities throughout the season began Nov. 7 with a weekend of events within the store. By hosting a holiday event in-store, Harrods will draw traffic from many different consumers throughout the season.

"In recent years, Harrods has become quite adept at leveraging social media as well as creating an in-store experience to engage new and existing customers," said Dave Rodgeron, a retail business development executive at [Microsoft Canada](#), Toronto.

"One of the other things I've noted about Harrods is their frequent and effective use of events to draw in new customers and create an engaging customer experience," he said. "This event, as has been the case with others, involves activities relating to food. A number of recent studies regarding millennials identifies their affinity for food" ([see story](#)).

Embedded Video: [//www.youtube.com/embed/EvjpsH_jUD8?list=UUMDev_d47i6FBsGOiNTKD4Q](https://www.youtube.com/embed/EvjpsH_jUD8?list=UUMDev_d47i6FBsGOiNTKD4Q)

A Little Christmas Tail



Video still from Hermès

French leather goods maker Hermès celebrated its iconic orange boxes by observing what they do when the sun goes down.

Evidently, the orange boxes like to house items, whether it's an Hermès scarf, a tomato or loose change, and they get new tenants with their carnivorous fangs.

Embedded Video: [//www.youtube.com/embed/kSLIHSFYhTI?list=PLD1G-Fq3N1R9ZgvW2iuUKooSH2rJHRbFX](https://www.youtube.com/embed/kSLIHSFYhTI?list=PLD1G-Fq3N1R9ZgvW2iuUKooSH2rJHRbFX)

Observatory 1

Embedded Video: [//www.youtube.com/embed/ICxkYLZeL3g?list=PLD1G-Fq3N1R9ZgvW2iuUKooSH2rJHRbFX](https://www.youtube.com/embed/ICxkYLZeL3g?list=PLD1G-Fq3N1R9ZgvW2iuUKooSH2rJHRbFX)

Observatory 2

This irreverent take on the boxes fits in with the brand's humorous and light-hearted marketing strategy ([see story](#)).



Still from British Intelligence video

British automaker Jaguar built on the popularity of its "British Villains" campaign with a sequel titled "British Intelligence."

The latest global campaign was led by another British actor, Nicholas Hoult, and features various components that carry on the conspiratorial feel of its predecessor. Jaguar deployed content on numerous platforms, including Google Glass, to ensure that as many consumers as possible see the message.

Embedded Video: [//www.youtube.com/embed/ZJX3n8Z4jPo](https://www.youtube.com/embed/ZJX3n8Z4jPo)

British Intelligence

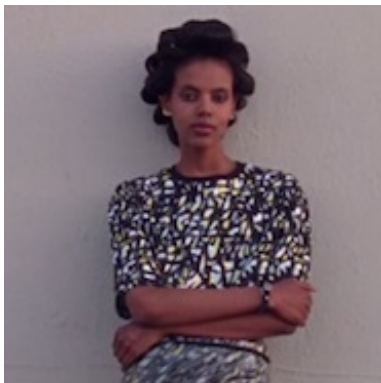
"Jaguar generated a lot of awareness and interest with the British Villains campaign, that debuted during the Super Bowl last year, and engaged with millions of consumers and enthusiasts," said Joe Torpey, communications manager at [Jaguar North America](#), Mahwah, NJ. "We wanted to build on that excitement and momentum that British Villains created, but in a new and fresh way that allows us to tell a deeper story.

"With British Intelligence, we're introducing a new character, actor Nicholas Hoult, as the technical mastermind behind British Villains," he said.

"This campaign allows us to showcase the thinking and innovation behind our products in a way that is engaging and cinematic" ([see story](#)).

Embedded Video: [//www.youtube.com/embed/bAlwWKlbmD8](http://www.youtube.com/embed/bAlwWKlbmD8)

The Cave



Video still from Kenzo's Dawn in Luxor

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 ([see story](#)).

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

Kenzo "Dawn in Luxor" by Kahlil Joseph



Lexus Strobe lightman

Toyota Corp. automaker Lexus continued its “Amazing in Motion” campaign with the STROBE project in Kuala Lumpur, Malaysia.

In this video, the LED-dressed acrobats tumble through the city to showcase the intricacy and beauty of motion. The campaign celebrates art, technology, innovation and movement in film while drawing parallels to Lexus.

Embedded Video: [//www.youtube.com/embed/jhBfeYxTUB0](https://www.youtube.com/embed/jhBfeYxTUB0)

STROBE video

"This film truly embodies amazing in motion since all the action was actually shot — not done with special effects," said Brian Bolain, corporate manager of **Lexus** marketing, Los Angeles ([see story](#)).



Video still from #MJcommute Lorena profile

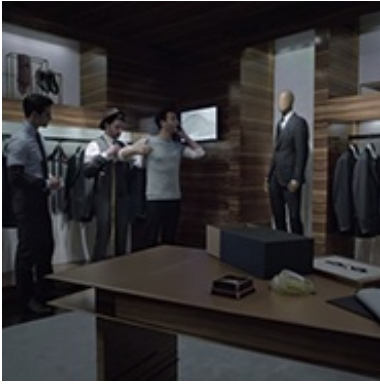
U.S. fashion brand Marc Jacobs highlighted its store employees’ personal style through a series of Instagram videos.

The #MJCommute shorts show associates biking, driving or walking to work wearing head-to-toe Marc Jacobs styled their own way. With this series, the employees act as brand evangelists, communicating who Marc Jacobs the company is beyond its eponymous founder.

"Social media is a perfect place to showcase the people behind the brand and add a human aspect to it," said Yuli Ziv, founder/CEO of [Style Coalition](#), New York.

"People might identify with a store manager much easier than with a celebrity, and the high engagement on these videos is a sign that Marc Jacobs is onto something," she said

(see story).



Video still from "A Rose Reborn"

Italian fashion label Ermenegildo Zegna invited fans to tune in to multiple episodes of a film series that showcases the exciting lifestyle of its target consumer.

The "A Rose Reborn" film series follows a young engineer in London pressured to sell his lucrative business to a Chinese billionaire and has a "House of Cards" mixed with soap opera aura to it, in that every exchange is freighted with worry. Interestingly, Zegna managed to demonstrate its fitting services in the film in a way that does not feel contrived.

Embedded Video: [//www.youtube.com/embed/NKi2XQkFplg](https://www.youtube.com/embed/NKi2XQkFplg)

"A Rose Reborn" movie by Zegna: Episode 1

"A more established narrative takes the focus and places it directly on the consumers' emotional attachment to the brand story," said Courtney Scott, lead planner at **Huge**, New York.

"Instead of just evoking a feeling, which many luxury brands aim to do with video content, this approach gives the audience a glimpse into the world of a man, and a story that they can buy into," she said (see story).

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/XGTv1aIV2Lg](https://www.youtube.com/embed/XGTv1aIV2Lg)

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