

INTERNET

Top 10 luxury brand digital campaigns of Q1

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Fabergé 3D window display at Harrods

By KAYSORIN

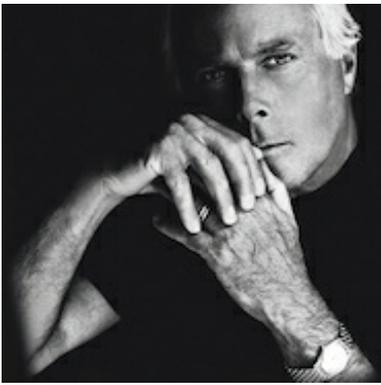
Digital campaigns are an integral element to any brand's marketing strategy, and many luxury brands introduced new projects to expand their digital offerings in the first quarter of 2015.

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Luxury Daily

In an increasingly technology-oriented world, it is vital for brands to provide consumers with easily navigable Web sites and ecommerce platforms. Consequently, many brands updated their Web sites and ecommerce features this quarter, in addition to using digital to create unique marketing campaigns to appeal to consumers.

Here are the top 10 digital campaigns from the first quarter of 2015, in alphabetical order:



Promotional image of Giorgio Armani for #Atribute

Giorgio Armani's microsite

Italian fashion label Giorgio Armani invited consumers to celebrate its 40th anniversary with the brand through a digital campaign.

For #Atribute, Armani created a dedicated microsite, which launched March 16 and would then be updated with new weekly themes for the following 40 weeks. Unveiling new serialized content helps keep consumers invested and engaged throughout the year ([see story](#)).



BMW 3 Series

BMW's interactive digital view

German automaker BMW brought consumers from all around the world to the Geneva International Motor Show with a digital and interactive view of its stand online.

Shared on the brand's Facebook page, this 360-degree look at a number of its vehicles placed the consumer in the middle of BMW's section of the show, which ended March 15. Providing a universal digital option for consumers at an auto show tears down locational barriers ([see story](#)).



Bentley on Ice

Bentley's roadtrip routes

British automaker Bentley Motors directed consumers around the world with global driving route options.

On Bentley's Web site fans could choose the area of the world where they would like to take a roadtrip and learn about the different attractions and places in between destinations. An aggregate list of self-driven options allowed this initiative to appeal to aspirational consumers who can interact with the brand with these roadtrips without owning a Bentley just yet ([see story](#)).



Bergdorf Goodman in New York

Bergdorf Goodman's ecommerce platform

Department store Bergdorf Goodman opened up its ecommerce to international shoppers with Borderfree on its new global ecommerce platform for retailers, BFX.

On BFX, international shoppers from more than 100 countries are now able to shop Bergdorf Goodman's products. Opening up opportunities for shoppers around the world will allow consumers to interact with the brand beyond its New York location ([see story](#)).



Pleated skirt from Dior's spring/summer 2015 collection

Dior's creation video

French fashion house Dior documented the creation of one of its couture pieces from the spring/summer 2015 collection through a short film.

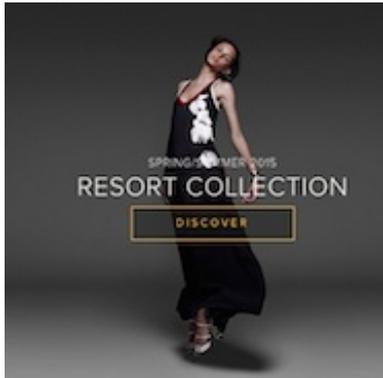
The video, titled "One Look. Christian Dior Haute Couture SS15" was produced in collaboration with the creative collective Visionaire and U.S. lifestyle Web site Refinery29.

It showed how a dress is constructed, from its beginning in Dior's atelier in Paris, to being pleated, cut, sewn and finally displayed on the runway ([see story](#)).

Fabergé's interactive window display

British department store Harrods transported consumers to the magical world of Russian jeweler Fabergé through an augmented reality window display.

To usher in springtime, the retailer and jeweler also staged an interactive pop-up boutique that celebrated Fabergé's iconic egg shape March 3-28. The Brompton Road window displays and the pop-up were linked to create an immersive experience for consumers that drew attention to the jeweler's designs and Harrods' offerings ([see story](#)).



Fendi's new Web site

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Italian fashion house Fendi updated its online image with a new Web site that streamlines navigation and caters to consumers' needs.

The brand released a new ecommerce feature for its European sites, and the Web site redesign was likely in preparation for this addition. By staying up-to-date on the latest technology, Fendi ensured its consumers that it is committed to making their online experience as enjoyable as possible ([see story](#)).



Marni Web site redesign promotional image

Marni's new Web site

Italian fashion label Marni amplified the efforts for its 20th anniversary with a new Web site design that blended content and commerce.

Marni worked with Yoox Group, which has powered its ecommerce since its launch in

2006, to improve the user experience with a new image-lead layout that encourages brand discovery. As Marni continues to commemorate its milestone, having a Web site where consumers can easily explore past projects and brand history will help get consumers involved in the celebration ([see story](#)).



Mercedes-Benz Web series

German automaker Mercedes-Benz released a new Web series to educate viewers on the history and accomplishments of its classic automobiles.

The series, titled “Museum Monday,” is set in the Mercedes-Benz museum in Stuttgart, Germany, where more than 160 vehicles are on view. It stars Uke, the night guard at the museum, who gives a tour of different exhibitions and explains historic facts ([see story](#)).



Grace Kelly poses with iconic Hermes Kelly Bag

Vogue’s It Bag 2015 contest

Vogue magazine’s It Bag 2015 contest encouraged readers to vote on their favorite bag of the season on the publication’s mobile-optimized site for an interactive read.

Beginning Jan. 26, the contest includes 10 bags, one of which was ultimately chosen as the official Vogue It Bag of the year. Vogue describes the It Bag as one of the most important accessories that announces to the world that the wearer is fashion-savvy and desirable ([see story](#)).

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: https://www.youtube.com/embed/XFWGc_IfcK0

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