

INTERNET

## Top 10 luxury brand multichannel marketers of Q1

April 7, 2015



*View from Ritz-carlton Laguna Niguel*

---

By KAYSORIN

Executives and experts in the luxury industry all agree that multichannel marketing strategies are essential for brands to stay afloat in the competitive market.

**Sign up now**

**Luxury Daily**

As digital and social strategies become increasingly common in order to target millennial consumers, multichannel strategies have become an area where brands can gain an edge over competitors. In the first quarter of 2015, brands used creative projects ranging from rap battles to bucket lists to keep consumers interested and spur conversions.

Here are the top 10 multichannel marketers from the first quarter of 2015, in alphabetical order:



*Bergdorf Goodman Cookbook*

### Bergdorf Goodman's branded cookbook

New York department store Bergdorf Goodman is asking consumers to show off their culinary skills to promote its branded cookbook.

Along with recipes from “fashion friends” such as creative director of Marie Claire magazine Nina Garcia and beauty magante Bobbi Brown, the retailer has included its own dishes from its in-store restaurant into the Bergdorf Goodman Cookbook. By incorporating its connection to the fashion industry as well as highlight its own culinary offerings, Bergdorf is able to continue the in-store experience within the consumer’s home ([see story](#)).



*Bloomingdale's B-Roll*

### Bloomingdale's choreographed dance routine

Department store chain Bloomingdale’s got consumers moving with a specially choreographed dance to celebrate the launch of exclusive collections.

The 100 Percent Bloomies “B-Roll” was introduced via a social video and Web tutorial, and consumers were encouraged to learn the dance and share their own video. This video allows Bloomingdale’s to subtly show off its exclusive fashions in a memorable way ([see story](#)).



*Harrods' #MyGreenMan*

### Harrods Green Man Instagram campaign

British retailer Harrods is communicating with its worldwide fan base through an Instagram initiative starring its green-clad doorman.

For more than 100 years, a Harrods Green Man has been posted at every door of the London department store, thus becoming an icon in its own right. To celebrate the Vogue Festival 2015, of which Harrods is a sponsor, the retailer is inviting consumers to take the Green Man away from his post on travel adventures ([see story](#)).



*Johnnie Walker Alexander Walker bottle*

### Johnnie Walker's airport boutiques

Scotch whisky-maker Johnnie Walker is aiming to increase digital interactions with wealthy spirits drinkers through the introduction of “Johnnie Walker House — World of Privileges.”

Johnnie Walker House is a series of stand alone and airport boutiques dedicated to the whiskies distilled by Johnnie Walker. Located mainly in Asia, the Johnnie Walker Houses are designed to inform consumers about the brand's products, while the new digital component will serve as a membership rewards program ([see story](#)).



*Lexus' NX Turbo*

### Lexus' rap battle

Toyota Corp.'s Lexus is hosting a talent show of sorts with "The Tonight Show Starring Jimmy Fallon" to find the best rapper.

Lexus asked consumers on social media to "show 'em what you got" for the chance to win a Lexus NX F Sport model by uploading a rap song to Vine. This initiative's use of the video sharing application will likely appeal to millennial consumers familiar with the app, and interested in Lexus' models ([see story](#)).



*Image from the spring/summer 2015 campaign*

### Marc Jacobs' pink campaign

U. S. fashion brand Marc Jacobs is thinking pink this spring with the release of its spring/summer 2015 campaign video and a fun, new paint job for the Mercer Street store in New York.

The brand embraced a pink hue this season, emphasizing the color in the short promotional video it released, and even painted the front of the store in downtown New York to match. By unifying the campaign both digitally and in real life, the brand is ensuring that consumers get a clear message of its spring aesthetic ([see story](#)).



*Exterior of Miu Miu Aoyama store*

### Miu Miu's dedicated microsite

Prada-owned Miu Miu is bringing consumers into the celebration surrounding its new Tokyo store with a dedicated microsite.

Miu Miu's new location on Miyuki Street in the Aoyama section of the city was designed by Herzog & de Meuron in a conceptual manner to foil the Prada store across the street in the "hodgepodge" neighborhood. Just as the brand's location welcomes consumers in with its homey atmosphere, the microsite beckons consumers to visit virtually ([see story](#)).

### The Ritz-Carlton's bucket list

The Ritz-Carlton Laguna Niguel in Dana Point, CA will aggregate a bucket list throughout the year with weekly social posts identifying possible experiences offered by the hotel.

The "Epic Bucket List Experience" will incorporate activities posted online and allow guests to live out some of their wildest dreams. Playing to guests' desires will likely draw attention to The Ritz-Carlton Laguna Niguel and intrigue dream-seeking travelers to try the package ([see story](#)).



*Starwood's Starlab*

### Starwood's omnichannel design studio

Starwood Hotels & Resorts Worldwide has revealed its New York-based Starlab, an innovation studio that will help funnel the brand's design teams into an omnichannel environment.

The 46,000-square-foot office in the Garment District will bring together the company's design, digital and luxury brand teams into one space. The new initiative will attempt to combine high-touch with high-tech to bring guests an unique and modern experience

across all its brands ([see story](#)).



*Tiffany & Co.'s Valentine's Day gift guide*

### Tiffany & Co.'s Valentine's concierge service

U.S. jeweler Tiffany & Co. is digitizing its concierge service to help pinpoint ideal gifts for consumers' loved ones this Valentine's Day.

Tiffany introduced its Valentine's Day gift guide on social media with a series of posts that incorporate the jeweler's designs into seasonally appropriate imagery. These images promote Tiffany's "Concierge of Love" who dispenses tips for consumers seeking love and relationship advice, through the purchase of the jeweler's pieces ([see story](#)).

### Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/NoKs9-da2ug>

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.