

MULTICHANNEL

## Top 10 luxury branding efforts of Q1

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*Kendall Jenner for Estée Lauder*

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By JEN KING

Luxury brands put their best foot forward in terms of social responsibility and sustainability during the first quarter of 2015.

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**Luxury Daily**

Many of the branding efforts seen in the first quarter concentrated on issues, social and environmental, that have become part of the social construct of consumers' lives. Others took well-established brand codes and aimed for a modern approach to communicate with an up-and-coming consumer demographic and those who are social media savvy.

Here are the top 10 branding efforts from the first quarter of 2015, in alphabetical order:



*Apple-Watch*

Technology manufacturer Apple unveiled the first advertising effort for its Apple Watch in Vogue magazine's March edition.

Within the 12-page spread in the Condé Nast-owned publication, Apple positioned its Apple Watch similar to the way in which a jeweler or watchmaker would show off its latest pieces. Placing an advertisement in Vogue, rather than a tech-focused imprint, may help Apple's latest product gain recognition among skeptics while showing it is able to compete with traditional watches.

"Apple designs are very much loved by the fashion industry," said Rony Zeidan, president and creative director of RO NY, New York. "If there is a design reference, Apple is often mentioned.

"The Apple watch straddles beautifully the line of technology and fashion, and Apple seems to be claiming the territory before other brands attempt to do so," he said ([see story](#)).



*Audi billboard*

German automaker Audi showed off its new A7 Sportback h-tron quattro, which emits only water vapor, with a conceptual billboard made of the same gaseous material.

The brand worked with creative agency think to develop "disappearing billboards," which broadcast an image of the car and a message onto clouds. Rather than sharing its message of its eco-friendly exhaust on a traditional out of home display, these atypical billboards likely got the attention of consumers.

Audi's A7 Sportback h-tron first premiered at the Los Angeles Auto Show in November. The car is a plug-in hybrid, which uses hydrogen for its fuel rather than gasoline, as in a traditional combustion engine.

Due to its h-tron technology, the vehicle only releases water vapor out of its exhaust pipe, making it cleaner for the environment ([see story](#)).

Beauty marketer Estée Lauder is showing how its latest product multitasks with a campaign fronted by model Kendall Jenner.

Estée Lauder's Little Black Primer is described as a "lash multi-tasker" that can be worn alone or with a preferred mascara to boost effects. Ms. Jenner was selected by the beauty brand as its ambassador in November to align Estée Lauder's namesake products with a

younger consumer sect, likely enamored by the model's notoriety.

In addition to appearing in ads across print, television and digital, Ms. Jenner will create branded social media content for her own channels and Estée Lauder's. As a "breakout star" in fashion, Ms. Jenner's ads will likely draw attention from younger consumers ([see story](#)).



*Fabergé 3D window display at Harrods*

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.

Fabergé's Brompton Road window displays included an artistic three-dimensional moving project of a man-sized egg, the symbol of life and rebirth. Consumers were encouraged to visit the Faberge Interactive Desk to select various patterns and colors to customize the projection.

As new consumers customize the egg display, the window installation morphed into the following design, bursting with vibrant colors. The use of spatial augmented reality aimed to bring Fabergé's products and brand to life while delighting participants and passersby ([see story](#)).



*Alexander McQueen ad campaign image*

French luxury conglomerate Kering's corporate foundation is extending the impact of its female-focused efforts with a new charter between the company's United Kingdom

brands and non-governmental agency Women's Aid.

Through the "Charter to combat and prevent domestic violence," the 1,260 Kering employees based in the U.K. will receive training from Women's Aid for two years and internal policies will be established. This allows the Kering Foundation to get the company's employees actively involved in its cause, creating ambassadors who will help to spread awareness for the issue.

Kering was drawn to Women's Aid both for its knowledge and understanding of the UK system and its digital platform, which allows women to seek information and reach out and connect to other individuals ([see story](#)).

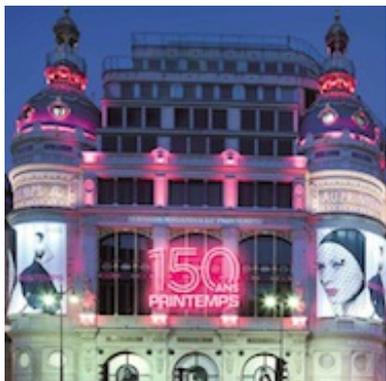


*Image from the spring/summer 2015 campaign*

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.

The omnichannel approach of incorporating one color into multiple forms of advertising is a big step forward for the brand. Omnichannel strategies are recognized to be more successful, and it is essential for luxury brands such as Marc Jacobs to begin implementing them as frequently as possible ([see story](#)).



*Exterior of Printemps*

French department store chain Printemps is celebrating its 150th anniversary with a

multichannel campaign that simultaneously points to its past and present.

Launched on March 20, “Happy 150 Printemps” plays off the retailer’s name, which means “spring” in French, with floral displays, artistic window installations, in-store events and a cartoon mascot named Rose. Flowers have been a consistent theme throughout Printemps since its founding, but this campaign seeks to show the innovative and creative nature of the store, rather than focusing solely on its past.

For the occasion, Printemps’ Boulevard Haussmann flagship has been transformed with a shining floral display, with more than 20 large-scale buds covering the façade. The awning over the windows have been plastered with thousands of flowers, including roses, cherry blossoms and hydrangeas, which move in a choreographed fashion to the beat of LED lights in shades of red, pink and white.

Also, for the anniversary, Printemps gathered more than 400 designers that have been partners since the beginning to create about 1,000 exclusives across apparel and accessories, watches, jewelry, home furnishings and cosmetics ([see story](#)).



*Window display at Selfridges for Agender*

British department store chain Selfridges is breaking down the societal and sartorial barriers between the sexes with a multichannel campaign centered on genderless fashion.

For “Agender,” three floors of the retailer’s Oxford Street flagship have been transformed into “gender-neutral” shopping areas, and consumers can also shop the selection online, as well as interact with special digital content. To further communicate the concept and conversation, Selfridges is working with a number of creatives throughout March and April for in-store and online features crossing design, music and film.

Selfridges tapped designer Faye Toogood for its gender-neutral conceptual shopping space at its flagship. Here, consumers can select apparel based on color and fit. This retail environment includes no mannequins, and clothing online is shown on both male and female models ([see story](#)).



*Tesla teams with Ben & Jerry's*

U.S. electric automaker Tesla Motors is supporting ice cream maker Ben & Jerry's climate change tour in a branded vehicle.

Each summer, Ben & Jerry's drives around the country to bring free ice cream to fans and more importantly build awareness for climate change and spur involvement in the global movement. As an electric automaker, Tesla's ethos aligns with Ben & Jerry's and climate advocates mission and will show off the brand's models while supporting a cause it cares about.

Tesla promoted its involvement with Ben & Jerry's "Save Our Swirled" tour on social media with a post reading "We're on board with this kind of ICE (cream) car," referring to its internal combustible engines ([see story](#)).



*Thomas Pink #BluesByPink*

LVMH-owned apparel label Thomas Pink changed colors for the month of March with a celebration of blue.

Across social media and its Web site, the brand created engagement around its blue colored offerings by sharing fun facts, hue inspiration and style suggestions. Through this campaign, Thomas Pink was able to bring blue to the forefront of men's closets, as well as motivate them to experiment with their wardrobes at the change of seasons.

At the beginning of March, Thomas Pink took to social media to share what it had planned, explaining that blue is a trend this season, and is the brand's second favorite color after pink ([see story](#)).

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

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