

BLOG

Top 5 brand moments from last week

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Hermès' kawaii effort

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Technological advances and nostalgia ran deep in recent luxury marketing campaigns.

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From Luisa Via Roma making over My Little Pony and Hermès using cute cartoon characters to Dior's virtual reality and Jaguar Land Rover's neurological research, luxury brands focused on grasping consumer attention in notable ways. Technology and the cuteness-factor are typically two marketing techniques that are sure to gain the attention of fans and consumers.



Dior Couture spring/summer 2015

French fashion house Christian Dior is exploring the parallels between technology and

couture with the introduction of in-store virtual reality headsets.

The LVMH-owned house worked with DigitasLBI Labs France using a 3D printer to develop its Dior Eyes experience. By placing Dior Eyes in a number of its boutiques, Dior will maintain its relevance as the retail landscape acclimates to the changes in consumer behavior and mobile readiness ([see story](#)).



Hermès' kawaii effort

French leather goods house Hermès is showing off its “kawaii” side for a new promotional campaign for its handbags and wallets.

The Japanese word kawaii translates to “items that are cute” and serves as the subject line for Hermès’ email blast for the campaign. Within the email, characters in the style of Hello Kitty interact with Hermès leather goods in light pink and powder blue while text reads “Adorable, cute, pretty and handmade” along with a prompt saying “catch them all at [Hermes.com](#)” ([see story](#)).



Instagram image from IWC's #BestOfFathers campaign

Swiss watchmaker IWC Schaffhausen is celebrating the genuine relationships between a father and his children by profiling real families.

The series, titled “Engineered for the Best of Fathers,” has both parent and child weigh in on their favorite memories and character traits of each other while they complete a photo shoot for the brand. Since watches are commonly passed down through generations, showing the emotions behind such an heirloom may appeal to those looking for a Father's Day gift ([see story](#)).



Jaguar Land Rover research project

British automaker Jaguar Land Rover is researching the brain and driving behavior to create technology that may improve road safety.

The automaker is researching the neurological causes behind on-the-road distractions in an attempt to protect drivers from bad decisions and tendencies. As autonomous cars become more plausible, automakers are discovering that a hybrid between machine-driving and human-driving will likely be the preferred solution ([see story](#)).



Luisa Via Roma My Little Pony

Italian department store Luisa Via Roma is teaming up with toymaker Hasbro to give iconic 1980s toy My Little Pony a high-fashion makeover.

For the Make Kids Happy auction, coinciding with the retailer's biannual Firenze4ever fashion event, My Little Pony figures decorated by labels including Fendi and Emilio Pucci will be sold on eBay from June 15 to raise money for Save the Children. Choosing a lighthearted basis for this campaign will likely appeal to consumers' nostalgia and pique interest in the items up for bid ([see story](#)).

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