

INTERNET

Top 10 brand social videos of Q2

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Video still of Tiffany Cooper for Karl Lagerfeld

By JEN KING

In the second quarter of 2015, luxury marketers used video content to delve deep into brand happenings.

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Luxury Daily

Whether presenting humorous takes on the design process or sophisticated Parisian nights, video engaged consumers on a variety of levels to showcase the medium's power to connect and engage both on-the-go via mobile and on desktops. Video has emerged as a compelling way to script a brand narrative while showcasing luxury goods and lifestyle.

Here are the top 10 social videos of the second quarter, in alphabetical order:



Armani's Frames of Life campaign focuses on the diverse perspectives of five individuals

Armani webcam interaction for Frames of Life

Italian fashion label Giorgio Armani asked consumers to share their unique perspectives by placing themselves within its Frames of Life eyewear campaign.

On a dedicated microsite, consumers could connect and view a series of films featuring diverse, global individuals, with an optional Web cam eye-controlled navigation for added immersion. Allowing consumers to place themselves within the campaign may lead to higher engagement with Armani's content ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/BFmbqxUgDUg>

Giorgio Armani - Frames of Life - 2015 campaign



Canali's 200 Steps

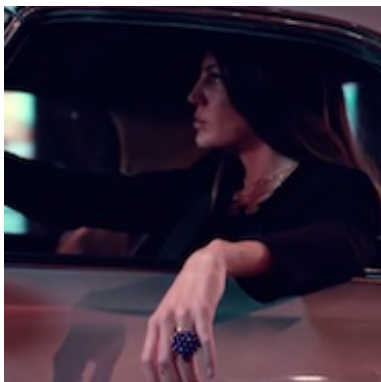
Canali's 200 Steps

Italian menswear label Canali released a new video for its "200 Steps" series, a collection of film shorts that showcases various successful men with cutting-edge style.

In the 200 Steps series, Canali has its starring men share the secrets behind their creativity and what steps it took to become a master of their particular craft. In a teaser posted to the label's social accounts, Canali shared a short video using the pieces of the popular Internet game "Candy Crush Saga" to fill a glass jar, similar to that of the guessing game using jellybeans, but did not reveal who the video's protagonist would be ([see story](#)).

Embedded Video: <https://player.vimeo.com/video/128125310>

Canali 200 Steps with Riccardo Zacconi



Video still from Cartier's Paris Nouvelle Vague film

Cartier's extravagant Paris nights

French jeweler Cartier celebrated the “extravagant nights” that can be had in Paris with a film for its Paris Nouvelle Vague collection.

The one-minute video centered on a series of chance encounters between a man and a bejeweled woman on the streets of the city. Throughout the film, Cartier’s baubles became part of the action and narrative, using product placement in an engrossing way ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/90AX4pRM9rk>

Cartier - Paris Nouvelle Vague collection



Chloe Sun 2015 capsule collection

Chloé Girls’ je ne sais quoi

French fashion label Chloé showed what all Chloé Girls have in common through a social video narrated by an unseen storyteller.

Chloé often plays upon the notion that the women who shop its brand are defined by a host of adjectives and verbs ranging from elusive and captivating to bold and kicking, but above all “[needing] no logo” ([see story](#)). Through its positioning the French brand has been able to create a community of women that celebrates “the joy of being a woman” and a “secret je ne sais quoi” that these consumers possess ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/u2i7BwSfHmI>

Une fille. A girl.



Dior Vernis gel-effect nail polish

Dior at Cannes Film Festival

French fashion house Christian Dior took consumers behind-the-scenes at Cannes Film

Festival with a video series set in the Dior suite at the Hotel Majestic.

The series captured significant moments at the suite during the course of the festival May 13-24, and featured the suite's magical transformation at the start of the festival and French actress and filmmaker Lola Bessis having her makeup done by makeup artist Phophie Mathias. Giving its followers an intimate perspective of the festivities will allow Dior to connect with consumers in a unique way ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/a3SxAqAo4U0>

Dior Beauty – Cannes Film Festival - Episode 1



Ferragamo ties

Ferragamo's "Tie Story"

Italy's Salvatore Ferragamo narrowed its focus on the tie as a symbol of masculinity and sophistication in its latest menswear campaign.

Ferragamo's "Tie Story" featured four video shorts directed by French filmmaker and photographer Jean Claude Thibaut that are "an exploration of true personality tied to everyday life." With a focus on a single product line, Ferragamo emphasized the care and detail that goes into the creation of its ties ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/gEeDjUOWpwk>

Tie Story by Ferragamo



Video still of Tiffany Cooper for Karl Lagerfeld

Karl Lagerfeld, Choupette cartoon

Fashion label Karl Lagerfeld showed off its "humor and self-mockery" through a capsule collection and animated video starring the namesake designer and his furry friend

Choupette.

The film brought to life illustrator Tiffany Cooper's comical drawings of the duo off on summer adventures, hula dancing in Hawaii or attending sleep away camp. This showed that the brand's designer does not take himself too seriously, even when working for illustrious brands such as Fendi and Chanel ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/Suiu0762eo4>

Tiffany Cooper for Karl Lagerfeld



Michael Kors

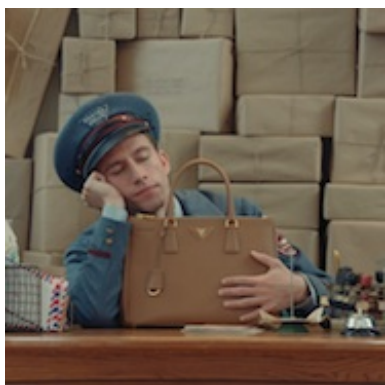
Michael Kors' Glamour Games

U.S. fashion label Michael Kors' namesake founder showed his playful and humorous personality with a new series, Glamour Games.

In the video, Mr. Kors played a game of fashion-themed Pictionary with model Gigi Hadid, who has walked in the brand's runway presentations. The humorous interactions between Mr. Kors and Ms. Hadid shined a light onto their personalities outside of their work and shows the bond between designer and model ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/6be-kka7UgA>

Glamour Games: Gigi Hadid and Michael Kors



Video still from Prada's "The Postman Dreams"

Prada Galleria handbag effort

Italian apparel and accessories house Prada furthered its relationship with film through a series of five shorts surrounding its Galleria handbag.

Filmmaker Autumn de Wilde's videos for "The Postman Dreams," which melded

childhood fantasies with adult longings, a statement on fashion's innocent, youthful infatuation with beauty. The series, launched April 7, was designed so that the shorts can be explored and viewed in any order, a new concept for Prada film ([see story](#)).

The series can be viewed [here](#).



Suzy Menkes and Alber Elbaz

Vogue and The Minions

Condé Nast International strengthened its in-house video content division with its first film released on the Vogue Video Channel.

Shared socially initially by the media conglomerate's British Vogue title, the video was the debut production of Condé Nast's dedicated video team in partnership with Universal and Illumination Entertainment. As print continues its digital renaissance that has seen the industry expand into different mediums, the video highlighted film's capability to capture audience attention while entertaining and maintaining engagement with a publication and its staffers ([see story](#)).

Embedded Video: <https://www.youtube.com/embed/zoblCvqpcq8>

Are The Minions finally gracing the Vogue cover?

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/F5Dobq5EEIk>

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