

INTERNET

Top 10 luxury brand digital campaigns of Q2

July 10, 2015



Jimmy Choo the dog

By JEN KING

Over the course of the second quarter of 2015, luxury brands sought out digital techniques that enhanced consumer interactions both educationally and for entertainment.

[Sign up now](#)

Luxury Daily

Whether a campaign made shopping seem like more of an adventure or a brand asked for specific feedback on its digital efforts, luxury consumers felt included in the communications presented. Digital has reshaped branded interactions and through these touchpoints, both in-store and online, consumers come away with a more well-rounded, memorable experience.

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



Armani's beauty look for its 40th anniversary

Armani #Atribute, beauty

Italy's Giorgio Armani is separating brand pillars to increase interest in all its facets during the label's 40th anniversary.

Armani is celebrating four decades this year and has created a digital campaign #Atribute that explores aspects of the brand and its history through a serialized approach. By signaling out a specific aspect of its overall offerings, Armani will be better positioned to share what makes its beauty line special while the label celebrates its accomplishments across categories, which include apparel and accessories, fragrance and personal care and hospitality.

Armani was promoting its dedicated microsite, #Atribute, which launched March 16. #Atribute is comprised of weekly updates that touch upon different themes over a 40-week period.

Content has included both notable runway cameos and ad campaigns, as well as other memorable moments and the designer's contributions to the industry at large ([see story](#)).



Audi's HOBOS project will promote honeybee sustainability efforts

Audi honeybee preservation project

German automaker Audi is playing an active role in environmental sustainability by funding honeybee preservation efforts, including the Honeybee Online Studies project.

HOBOS offers students, teachers and honeybee enthusiasts an unparalleled opportunity to observe daily life in a honeybee hive using advanced technology to share a live video transmission that can be viewed online. Audi's commitment to preserving the honeybee population shows consumers that the brand is engaged in the community and ready to

take a stand for social good ([see story](#)).



Tali Lennox for Cartier's feature with Refinery29

Cartier and Refinery29's Dream Catchers

French jeweler Cartier is teaming up with Refinery29 to showcase women working to fulfill their dreams in a dedicated feature on the digital media brand's Web site.

Refinery29 and Cartier worked together to profile five women who have followed their dreams in a variety of different careers for its Dream Catchers feature. Wearing Cartier's Amulette Collection, the women discussed where their lives have led them and how they have believed in themselves throughout the entire process ([see story](#)).



Dior Couture spring/summer 2015

Dior's in-store virtual reality

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.

For the creation of Dior Eyes, Dior's workshop partnered with Digitas LBI Labs France, using a 3D printer, to stay true to the house's quality craftsmanship as it ventures into a technology-focused retail experience ([see story](#)).



Fortnum & Mason at RHS Chelsea Flower Show

Fortnum & Mason Web site feedback

British retailer Fortnum & Mason is asking its network of ambassadors for feedback on a number of new initiatives.

In December of 2014, Fortnum & Mason asked for consumers' insights when the retailer was testing the beta version of its updated Web site to ensure the best ecommerce experience. When consumers offered their feedback on the beta site they became "feedback ambassadors," and the provided insights would shape the new Web presence while in return the participants would exclusive previews and news ([see story](#)).

Fortnum & Mason's email was sent to those who opted in to give the retailer feedback on its beta site in December. In the email's subject line, Fortnum wrote, "As an ambassador, we would love to receive your feedback."

Even though luxury is primarily based on white glove service and bespoke customization, many brands do not directly ask the opinions of its consumers when deciding on new products, initiatives or Web design ([see story](#)).



Guerlain worked with Stuff She Likes

Guerlain blogger network

French beauty brand Guerlain has partnered with seven influencers to show its cosmetic offerings to consumers in a more personalized and relatable fashion.

For the partnerships, Guerlain worked with [Style Coalition](#), a network that connects brands with influencers and bloggers to create branded content, to select Internet personalities that represent different ages, ethnicities and skin tones. By partnering with a series of women, rather than just one, Guerlain is able to give a better representation of its

consumers and appeal to the wider audience at hand.

For this initiative, a first for the beauty brand, a different look was selected for each of the seven women by Guerlain's national makeup artist, Marcus Monson. This allows the content to remain varied across the blogging platforms and will likely help fans of Guerlain find an influencer, and look, that relates most to their personal beauty routine and needs ([see story](#)).



Hennessy's historic estate in Cognac, France

Hennessy Academy

LVMH-owned cognac maker Hennessy is educating enthusiasts through a new digital initiative that tests knowledge to become a true connoisseur.

The Hennessy Academy is part of the cognac brand's 250th anniversary effort that emphasizes the spirits maker's heritage, process and quality in a variety of ways. By creating interactive and educational touchpoints, brands encourage self discovery of offerings and a deeper understanding of its origins ([see story](#)).

Jimmy Choo and Jimmy Choo, the dog

British footwear and accessories label Jimmy Choo is showing its whimsical side with an exclusive animation featuring a bull terrier named after the brand.

In the social film created to promote an upcoming capsule collection, artist Rafael Mantesso captures his dog "Jimmy Choo" leading a glamorous lifestyle filled with fashion and parties. Taking this humorous approach may endear the brand to a new generation of consumers ([see story](#)).

The brand then shared its favorite #ChooHounds from around the world with a user-generated content collage ([see story](#)).



Kenzo Island is an interactive digital campaign

Kenzo island

Parisian fashion label Kenzo is taking consumers on an island vacation through the comfort of their own computer screens with the digital Kenzo Island feature on the brand's Web site.

Kenzo worked with Toilet Paper magazine to create the digital island that gives viewers the opportunity to click on different locations and browse products and images from the recent Kenzo collection. Interactive features like this keep consumers engaged and entertained, possibly inspiring them to purchase products online during the experience ([see story](#)).



Vacheron Harmony Chronograph movement

Vacheron Constantin's "The Shape of Harmony"

Swiss watchmaker Vacheron Constantin is exhibiting "the shape of harmony" through mobile advertisements and sponsored content found on the New York Times' Web site.

Accessible through ads placed on the newspaper's Style section, Vacheron called for discovery by using words such as "discover" and "uncover" paired with taglines that will likely distract readers for content elsewhere on the page. Sponsored content generates a level of interest that is lacking when brands rely on traditional banner ads alone, and can be both educational and entertaining ([see story](#)).

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/3fawlz51W8Q>

© Napean LLC. All rights reserved.

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