

MULTICHANNEL

Top 10 luxury brand multichannel marketers of Q2

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Dior Secret Garden campaign image featuring Rihanna

By KAYSORIN

Experts agree that multichannel campaigns are the future of luxury marketing, and many brands are eagerly embracing this strategy with new efforts that combine digital, mobile and in-store components.

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Multichannel experiences allow consumers to connect with a brand in a variety of different ways according to whatever is most appealing to them in a particular moment. Brands that successfully incorporate multichannel campaigns have the ability to capture consumers' attention and promote products in compelling ways.

Here are the top 10 luxury brand multichannel marketers of the second quarter of 2015, in alphabetical order:



Vespa 946 Emporio Armani

Armani branded Vespa

Italian fashion label Giorgio Armani is extending the impact of its 40th anniversary efforts with a branded Vespa, enabling consumers to purchase a souvenir from the milestone.

The Vespa 946 Emporio Armani features a number of design details that mimic the aesthetic of the house, including a special grey finish that reveals hints of green in certain lighting. This collaboration may help Emporio Armani reach a younger audience of brand enthusiasts, as they seek out tangible ways to commemorate this special occasion with Armani ([see story](#)).



Photo from Barneys' gift registry

Barneys gift registry

Department store chain Barneys New York is easing the gifting process with an updated online registry that blends editorial with increased functionality.

Barneys is compiling its product expertise into the registry, giving consumers curated edits of ideas for both gifters and recipients to help them make informed decisions. Reflecting the omnichannel ways consumers shop, they will now be able to manage their registries online and in-store ([see story](#)).



Suzy Menkes and Alber Elbaz

British Vogue Minions

Condé Nast International is strengthening 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 is 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 highlights film's capability to capture audience attention while entertaining and maintaining engagement with a publication and its staffers ([see story](#)).

Dior Secret Garden campaign

French fashion house Christian Dior is leveraging pop star Rihanna's celebrity and modernity in the latest installment of its Secret Garden advertising campaign.

The singer was the first to release any of the campaign images, posting them to Instagram May 13 ahead of Dior's May 14 publication, creating a media frenzy and gaining the attention of her millions of social media fans. Building interest before the full campaign release May 18 will draw an audience for the big reveal ([see story](#)).



Emilio Pucci Pilot Episode look

Emilio Pucci new creative director

Italian fashion house Emilio Pucci is introducing the modernized vision its new creative director Massimo Giorgetti has planned with a multi-faceted event.

"The Pilot Episode," a reference to the first taped television show in which the tone is set, began as a capsule collection presentation during Florence's Pitti Uomo Imagine trade

show, and has continued online in the form of an artsy video. Any time that a brand is facing a creative transition, showing strong support from within the house can help keep loyalists at ease ([see story](#)).



Hublot's Big Bang timepieces on display at Harrods

Hublot anniversary celebration at Harrods

Swiss watchmaker Hublot is celebrating the 10th anniversary of its Big Bang timepiece with an interactive display and exhibition at Harrods department store in London.

The event will include fluorescent window displays with neon lights and an exhibition that will highlight Hublot's ability to bring tradition into the future by exploring the brand's heritage, design and craftsmanship. The prominently lit windows and in-store exhibition will likely entice consumers to stop in and learn more about the Big Bang timepiece and the history of the Hublot brand ([see story](#)).



Jaguar at Wimbledon facility

Jaguar Wimbledon campaign

Britain's Jaguar Land Rover is monitoring the emotional fluctuations of tennis fans at Wimbledon June 29 through July 12 to better calibrate its sponsorship efforts.

The brand devised the #FeelWimbledon campaign to put something concrete behind the claim that the tennis tournament generates emotion and to give fans unable to attend the chance to feel connected to those in the stands. Since sports depend on measurements of various kinds, the audience will likely regard the monitoring of emotion as a way to be more involved in the event, and a competitive element could easily surface ([see story](#)).



Moynat Instagram post

Moynat Le Bon Marché store

French leather goods house Moynat has launched an Instagram campaign to celebrate its new shops-in-shop debut at department store Le Bon Marché.

In Paris' Left Bank, the new shop was teased on Instagram with hand-drawn images and a street-style campaign featuring designers and models. This shop will be Moynat's first opening since 2011 in the City of Lights, and will further cement the brand's presence among Paris' frequent consumers ([see story](#)).



Inside a Mercedes GLC

Mercedes GLC reveal

German automaker Mercedes-Benz is looking across many social media channels for the release of its new GLC model.

Facebook, Instagram, Twitter and Periscope all helped in the release of the new SUV June 17. The multi-platform campaign created a personal experience through the live-streaming of the reveal and the consistent images released on Instagram and Facebook throughout the event ([see story](#)).



Exterior of Selfridges' Oxford Street store; photo credit Andrew Meredith

Selfridges work-life balance

British retailer Selfridges is investigating the changing face of employment, from shifting work-life balance to innovations in enterprise, with a multichannel campaign.

“Work It!” officially launched April 30 and will run through mid-June, with in-store workshops, displays and online content which feature forward thinkers on the subject and products to help consumers regain some “me-time” in a world. This campaign speaks to pandemic issues, allowing Selfridges to connect with its consumers and create a conversation ([see story](#)).

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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