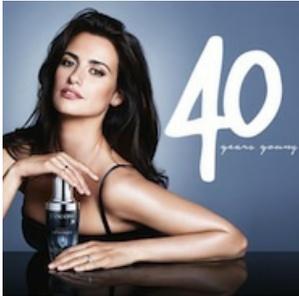


INTERNET

## Top 10 luxury brand social marketers of Q3

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*Penelope Cruz for Lancôme*

By FORREST CARDAMENIS

Social media efforts in the third quarter of 2015 ranged from playful and creative to improvements on standard uses, with newer platforms dominating.

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Brands were particularly successful with Snapchat and live-streaming platforms Periscope and Meerkat this quarter, while the well of creativity around old-reliables Facebook and Twitter seems to have run relatively dry, at least at the moment. Regardless of the network, social media is a great way to connect with consumers directly, a goal reflected in many of the brands' campaigns.

Here are the top 10 social marketing efforts of the third quarter, in alphabetical order.



*Promotional image for Burberry's Snapchat Show*

**Burberry snaps runway sneak peek**

British fashion label Burberry teamed up with Snapchat to give the platform's users an exclusive first look at its spring/summer 2016 runway collection the night before it debuts.

The first "Snapchat Show" aired on Sunday, Sept. 20 at 7 p.m. BST, showing the line as last-minute tweaks were made at the house's design studio. Creating a layer of exclusivity, the preview was only available for 24 hours following its airing, forcing interested consumers to tune in quickly ([see story](#)).



*Chanel's Pisces zodiac GIF*

### Chanel checks the charts

French fashion label Chanel asked consumers their sign on Instagram in a marketing effort for the Chance fragrance collection.

The Instagram content, exclusive to the platform, included GIF imagery for each of the 12 astrological signs to connect with Chanel enthusiasts on a personal level. The integration of the Chance fragrance aligns with the zodiac messaging as many consumers, especially those in Asia, may rely heavily on their signs to predict life events and chances as suggested by the scent's placement ([see story](#)).



*Instagram post from David Yurman's #BubblegumPinky campaign*

### David Yurman keeps things sweet

U.S. jeweler David Yurman played up the saccharine qualities of its limited-edition Bubblegum Pinky Rings with help from a bevy of social influencers.

The scented pastel baubles, available in an array of pastel hues, are retailing for \$875, making them an ideal entry point for the brand to reach a younger, aspirational audience. To promote the collection, David Yurman turned to the celebrities and fashion media most apt to inspire purchases among the millennial set ([see story](#)).



*Image from DVF's fall 2015 campaign*

### DVF sends consumers on a mission

U.S. fashion label Diane von Furstenberg invited consumers to join its team of secret agents with a new social contest as part of the brand's fall campaign.

Consumers could enter to win two tickets to the DVF spring 2016 fashion show in New York and a Secret Agent bag of their own by guessing the location of pictures posted to the brand's Instagram account. Getting consumers involved with a mission of their own likely spurred more interest in the campaign and the brand itself ([see story](#)).



*#DGSelfie from the label's spring/summer 2016 show*

### Dolce & Gabbana goes the extra mile

Italian fashion label Dolce & Gabbana took social media content one step further during its show at Milan Fashion Week, curating an intimate look at the catwalk from a model's perspective.

As they walked down the runway, models snapped selfies that were then broadcast on screens throughout the venue and were also shared on Dolce & Gabbana's social accounts. Today, fashion shows are very well-documented on social media from both the front row and the brand's vantage point, but by allowing models to control the camera, the label ended up with an intimate look at the show likely to stand out in consumers' social feeds ([see story](#)).



*Image from #FerragamoHollywood campaign*

### Ferragamo celebrates heritage with proper soundtrack

Italian fashion house Ferragamo celebrated its cinematic roots with a social campaign that took its pre-fall collection on a journey to Hollywood.

Lensed by Lorenzo Agius, the images showed models getting ready to board a plane, wearing sunglasses in movie star fashion. Rounding out the scene setting, the label tapped DJ Harley Viera-Newton to curate a [#FerragamoInFlightPlaylist](#) on online music streaming service Spotify ([see story](#)).



*Opening of #Hublot2*

### Hublot places consumers in the room

Swiss watchmaker Hublot took consumers inside the inauguration of its second manufacturing facility in Nyon, Switzerland, with a Snapchat story.

More than doubling its current production space, the [#Hublot2](#) project is a \$20.6 million investment meant to keep up with the growing demand for the brand's timepieces, enabling it to expand its workforce. As 300 guests, including VIP clients, brand friends, ambassadors and journalists joined together at the facility to officially open its doors, Hublot let consumers be part of the select crowd through Snapchat ([see story](#)).



*Lamborghini screenshot from Track and Play video*

### Lamborghini cruises on Chinese platforms

Italian automaker Lamborghini celebrated 10 years in the Chinese market with a driving tour of the country and a social campaign.

"The China Giro" was a themed drive through China's rural heartland that allowed drivers and fans to experience the power of the Lamborghini sports car. Fans could follow the drive on WeChat and Weibo, interacting with the brand on unique Chinese platforms that allow them to enjoy the experience from afar ([see story](#)).

### Lancme keeps it real

French beauty maker Lancme encouraged each of its consumers to "love [her] age" through a sponsored post on Facebook.

The #LoveYourAge post by Lancme acts as a self esteem public service announcement with a video featuring the brand's ambassadors Penelope Cruz, Kate Winslet, Lily Collins and Lupita Nyong'o all sharing statements. Beauty brands often cast fresh, young faces for campaigns which may alienate older, established consumers, so having ambassadors of various ages works to accurately display Lancme's diverse demographic of women ([see story](#)).



*Promotional image for #SaksAtTheShows*

### Saks keeps things fresh with Meerkat streaming

Department store chain Saks Fifth Avenue let its consumers in on the action surrounding New York Fashion Week through a social media hub.

#SaksAtTheShows brought together live Meerkat feeds from an array of shows, street style photography and the retailer's YouTube and Instagram accounts into one platform. With a plethora of fashion week social media impressions being made, giving consumers one branded channel to tune into may have helped Saks rise above the noise ([see story](#)).

### Final Take

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