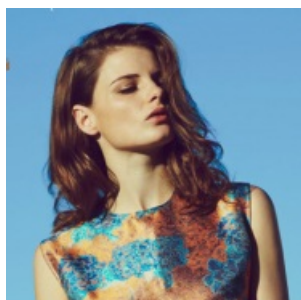


INTERNET

Top 10 luxury brand digital campaigns of Q3

October 8, 2015



From St. Regis' Beyond online magazine

By SARAH JONES

Luxury marketers in the third quarter focused on using digital channels to deliver both functional and inspirational content to consumers.

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From branded mantras to creative cocktail recipes, labels looked to reach consumers beyond a one-time interaction by providing and updating guides to life and lifestyle. Digital channels especially offer the opportunity for brands to evolve their messaging, allowing for easy campaign extensions to prompt interaction and exploration.

Here are the top 10 luxury brand digital efforts of the third quarter, in alphabetical order:



Cate Blanchett models for the Giorgio Armani Si print campaign

Armani's inspirational messaging

Italian fashion label Giorgio Armani is helping consumers find the source of their inspiration and the driving force behind their actions through a digital campaign surrounding its S fragrance.

A follow-up to the brand's Cate Blanchett-fronted effort for the scent's debut last year, Armani has put out a new film featuring the actress, a Google Chrome browser extension and a social media tie-in designed to push consumers to actively pursue a life of yesses. Going beyond product, this effort is likely to stick with consumers for a lengthier time period ([see story](#)).



Dynamiq customizable superyacht

Dynamiq's yacht configurator

Superyacht builder Dynamiq is breaking new ground in the yacht industry with customizable, made-to-order yachts.

Clients can customize everything from paint scheme to finish and amenities on Dyanamiq's Web site and, for the first time ever, build the yacht of their dream. According to the brand, consumers have never had such control over their boats before, so Dynamiq's model may provide a new benchmark in high-end yachting that empowers the consumer and eases the transaction model.

Aside from customizability and ease, Dynamiq's online configurator offers transparency that stands out among competitors ([see story](#)).



Rodeo Drive flagship store

Ferragamo's cinematic microsite

Italian apparel and accessories label Salvatore Ferragamo is reestablishing its ties to Hollywood with a flagship reopening and its "100 Years, 100 Days" campaign.

The brand's ties to Hollywood even predate its founding, as Salvatore Ferragamo first found success designing shoes for silent screen stars in the 1910s and 1920s before returning to Italy and starting what has grown today into the Ferragamo brand. The campaign, which parallels Mr. Ferragamo's path with Hollywood's and the boutique's reopening, marked by a star-studded celebration and cocktail party, displays the brand's ties to Hollywood, home to countless fashion icons of past and present.

For the 100 Years, 100 Days campaign, a new photo will be posted everyday to a microsite to commemorate the 100th anniversary of Mr. Ferragamo's arrival in Hollywood. Accompanying the photos are quotes from Mr. Ferragamo himself; together, the page will explicate the parallels between Hollywood and Salvatore Ferragamo and depict their mutual influence ([see story](#)).



Image from Lexus Amazing in Motion campaign with will.i.am

Lexus' real-life video game

Toyota Corp.'s Lexus is working with rapper will.i.am to challenge conventional notions of technology, design and music in a unique experience as part of its Amazing in Motion campaign.

Using laser technology and a Lexus NX, the rapper collaborated with the automaker to create a remix of his famous song #thatPOWER. This unusual project will likely capture consumers' attention and prompt discussion about the brand.

The experience is designed to physically replicate a video game in which players work to hit particular touch points in order to play a song. In this version, the touch points are displayed on an airstrip with laser technology, and the player uses a Lexus NX to hit them.

The car activates hundreds of motion and sound-sensitive lights that then trigger the notes in will.i.am's hit song. Because the lights were displayed in a complicated formation, Lexus used stunt drivers to perform the course ([see story](#)).

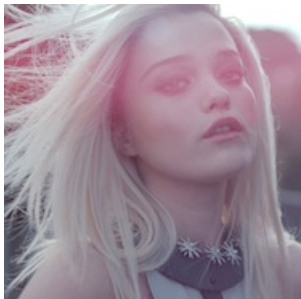


Herms' art for Le MANifeste

Herms' menswear world

French leather goods maker Herms is introducing consumers to its universe of menswear through "a man, a list, a twist."

Herms teased the campaign, which debuted Sept. 8, through an acrostic poem spelling out the word "man" with the phrases reading "M for mark your calendars, A for all eyes on 8th September, N for not quite yet" alongside a graphic of a pinball machine becoming a man in a suit. The Le MANifeste campaign highlights Herms' menswear through a variety of interactions sure to keep the effort and the brand's men's apparel and accessories top of mind ([see story](#)).



Sky Ferreira for Jimmy Choo

Jimmy Choo's risky behavior

British footwear and accessories label Jimmy Choo is inspiring its audience to live a daring lifestyle fitting of its latest fragrance, Illicit.

Jimmy Choo's campaign shows recording artist and actress Sky Ferreira flaunting her fearlessness in a fashionable way, whether she is sailing in the middle of the ocean or out at a club. Taking the campaign beyond a static advertisement, an interactive social component looks to help consumers find their own adventurous side.

At the bottom of a microsite, consumers are invited to "discover [their] illicit statement." The game presents consumers with a series of either/or questions. By selecting their preferences on matters such as day light or night light and city boots or high heel stilettos, Jimmy Choo builds a profile for the consumer.

This statement comes in the form of an image and quote, such as "If you crave the rose, beware the thorn."

Consumers can download their own mantra as a phone screensaver or share it via social media platforms ([see story](#)).



Kelly Framel of The Glamourai for Lagos

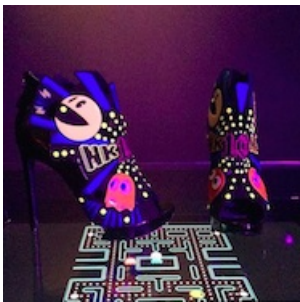
Lagos' style mavens

U.S. jeweler Lagos is redefining its signature Caviar motif through the use of ceramic beading to spotlight its innovations.

The Black Caviar line uses sculptural and smooth ceramic Caviar beads in addition to settings with 18-karat gold and diamonds to reinvent Lagos' classic look in a fresh and modern way. By introducing a new product line that follows brand codes but offers consumers something a little different, Lagos will be able to appeal to wider consumer sect who may not have previously been familiar with its designs.

To bring this concept to life via digital marketing, Lagos is working with five fashion bloggers to show how Caviar, both the signature look and the new Black edition, can be incorporated into modern style.

Additionally, Lagos is holding a Pinterest-based social contest to encourage established consumers and fans of the five featured bloggers to begin their Black Caviar collections. For the contest, Lagos is using its recently developed "Wrist Social Soiree" Pinterest board where it has pinned themed images from decor to beauty reflecting the Black Caviar collection ([see story](#)).



Instagram image from Nicholas Kirkwood 10 launch

Nicholas Kirkwood's '80s revival

LVMH-owned footwear and accessories label Nicholas Kirkwood is feting its 10-year anniversary with a video game-themed capsule collection, microsite and social campaign.

Based on the 35-year-old eponymous designer's place in the video game generation, the campaign and made-to-order collection play on iconic vintage games, toys and films of the 1980s. With a much younger heritage than many of its competitors, this campaign helps to differentiate the label, showing its modern take on craftsmanship.

On a microsite, consumers can read about the collection in scrolling text that references "Star Wars," view a craftsmanship gallery depicted as vintage videos and play a game of Pac Man ([see story](#)).

St. Regis' content hub

Starwood's St. Regis Hotels and Resorts is bringing its biannual print publication, Beyond, to mobile, tablet and desktop.

The online portal is part of the brand's attempt to better guide the consumer journey and enter the teeming fray of digital travel content. Furthering this bid for influence, an Aficionado's Guide has been introduced to facilitate trip planning.

The online version of Beyond is image-centric and scroll-friendly. On the homepage, consumers can scroll through curated content such as articles on "Gauguin's Polynesia" and Jane Goodall, art slideshows, food recommendations, videos, image galleries and a St. Regis map ([see story](#)).



Veuve Clicquot Rich

Veuve Clicquot's mixology lesson

LVMH-owned Veuve Clicquot is inspiring cocktail experimentation through a digital campaign that showcases the multitude of possible pairings for its new Champagne.

Rich, released this summer, was developed by the brand alongside mixologists, creating a cuvee intended to be served on the rocks with ingredients that play up its flavor, such as pineapple or pepper. Since consumers may be hesitant to serve Champagne in an inventive way, having detailed guides, part of which are tips from other consumers, will help to assuage any uncertainties ([see story](#)).

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

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