

MULTICHANNEL

## Top 10 luxury brand efforts of Q3

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*Louis Vuitton's flower trunk with zinc tub, 1910*

By JEN KING

In the third quarter of 2015, luxury brands reinterpreted codes to delve further into brand heritage and strengthen ties to core consumers.

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Brands overhauled their images through rebranding efforts and exploring what the "made in" moniker truly means, while others deconstructed everything from a runway presentation to a sales promotion to make an impact on a greater scale. Branding efforts reinforce characteristics familiar with consumers, but also give brands an opportunity to expand on previous statements and happenings.

Here are the top 10 brand efforts of the third quarter of 2015, in alphabetical order:



*Anya Hindmarch's Men at Work handbag*

Anya Hindmarch petrol station in Selfridges' parking garage

British accessories label Anya Hindmarch took the next exit ramp to department store Selfridges to promote its fall/winter 2015 collection this September.

Opening on Sept. 11, Anya Hindmarch staged a pop-up within the department store's London flagship in an unexpected location its parking garage. Anya Hindmarch brought to life its "Diversion" collection of leather goods and accessories, inspired by British road signage, through a petrol station-themed pop-up.

Anya Hindmarch's corresponding pop-up shop, which took up 16,000 square feet of Selfridges' parking garage, continued the collection's theme. Though Selfridges' parking garage has seen exclusive events, this marked the first time the space is being used for retail ([see story](#)).



*Burberry Acoustic act Keston Cobblers Club performance*

#### Burberry's Apple Music channel

British apparel and accessories brand Burberry announced that it is the first brand to launch a dedicated channel on Apple Music.

Music is an important element for Burberry, with the brand often streaming or hosting live performances within its stores and casting musicians in advertising campaigns. Now the brand will add another layer to its musical offerings with the creation of the Burberry Channel, found within the "Curators" section of Apple Music.

The Burberry Channel will showcase collaborations with up-and-coming and well-known British recording artists and will feature performances, songs and films alongside curated playlists celebrating British musical talent of the past and present.

Also, listeners will have access to music updates and behind-the-scenes stories of musician's inspirations and creative processes. This content will be sharable via Apple Messages, Facebook, Twitter and email ([see story](#)).



*Anais Mali for Galeries Lafayette's Le Nouveau Chic*

#### Galeries Lafayette rebranding efforts

French department store chain Galeries Lafayette is conveying its creative energy through a rebranding effort that introduces a new brand logo paired with an advertising campaign.

Galeries Lafayette's rebranding is part of the department store chain's implementation of its "Ambitions 2020," a transformation plan that will assist it in becoming the key omnichannel fashion retailer in France and in international capitals. Rebranding can be risky since consumers hold associations with brand imagery, but if done well, refining a brand's perception can be modernizing and propel a new identity through visuals.

As Galeries Lafayette transforms itself under Ambitions 2020, it has created a new identity for itself. By doing so, the department store chain is aiming to modernize and return to its "primary purpose: surprise its customers at every visit" by offering unique and renewed experiences both in-store and digitally ([see story](#)).



*Look from Givenchy's fall/winter 2015 haute couture show*

#### Givenchy democratization of New York Fashion Week runway show

French fashion house Givenchy is giving the opportunity to attend its spring/summer 2016 runway show in New York

to all of its fans rather than a select few.

On Sept. 2, the label launched a microsite that gave away tickets to the event to the first 820 fans that registered. This elevated the general democratization of fashion seen in recent years in which all consumers can be participants via social media and other online mediums.

Typically reserved for the connected few, including fashion editors, celebrities and top clients, runway show seats are highly coveted.

In addition to a delegation of handpicked guests, Givenchy letting its followers' drive and speed determine who else attended its show. This gave the brand an opportunity to interact with new faces, potentially getting coverage on social media from different voices ([see story](#)).

Also, with the increase of social media and live streaming broadcasts of runway shows, Givenchy had to devise an option that would continue its model of inclusiveness.

To do so, the brand has shared a list of locations where fans could view the Riccardo Tisci-designed spring/summer 2015 show live on Sept. 11 in New York to include as many enthusiasts as possible ([see story](#)).

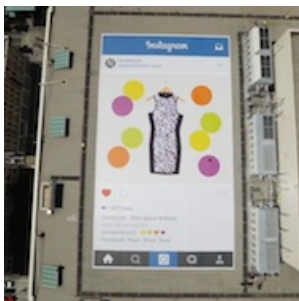
Louis Vuitton's La Galerie at Asnieres-sur-Seine atelier museum

French leather goods maker Louis Vuitton is giving enthusiasts a glimpse into the heart of its brand through a new atelier-based museum.

The second Louis Vuitton retrospective space developed by the brand within a year's time offers consumers a more intimate and personal look into the house's inner workings. While the Frank Gehry-designed Fondation Louis Vuitton may serve as a fashion and cultural icon for Paris, the smaller La Galerie at Asnieres-sur-Seine may be more attractive for those looking to be completely immersed in the house's heritage.

In addition to focus paid to artisanship, Louis Vuitton's archives are heavily incorporated into La Galerie's displays. Curated by Judith Clark, these brand mementoes include clients records, sales registers, posters and original photos placed amid trunks, suitcases and ready-to-wear for added context.

Aside from craftsmanship, the free-roaming layout of La Galerie at Asnieres explores themes such as globalization, client relations, the monogram, nature and the avant-garde ([see story](#)).



*Nordstrom's Instagram installation*

Nordstrom rooftop sales promotion on Instagram

Department store chain Nordstrom reminded consumers to check out its summer sale with a quirky but somewhat popular summer trend that had the brand creating a giant, 3D installation on its roof.

For the unique effort, Nordstrom depicted its Leith leopard-print body-con dress, which was available at the Anniversary Sale, as part of a large-scale Instagram post. Creating unexpected visual projects can capture consumers' attention and help keep them interested in the brand and its promotion.

Taking the project even further, Nordstrom had the entire installation filmed by drone cameras so that consumers can participate in the experience from a distance. The department store chain posted live updates on its social media accounts so that consumers could follow the process carefully ([see story](#)).



*Fendi collaborated with Beats by Dr. Dre on headphones*

#### Peninsula Hotels and Dr. Dre

The Peninsula Hotels is ensuring consumers have access to the latest trends by offering Beats by Dr. Dre headphones as a complimentary amenity.

Created by former rapper and hip-hop producer Dr. Dre in 2006, Beats Electronics is now owned by Apple, and the headphones have become extremely popular. Offering consumers a chance to sample them while on vacation will likely be beneficial to both The Peninsula Hotels and Apple.

The headphones will be offered at The Peninsula Hotel New York in the fall and soon after at other Peninsula locations worldwide. Guests will have the opportunity to use Beats Studio Wireless headphones, Powerbeats 2 Wireless earphones and the Beats Pill speaker.

Because of their popularity, the headphones will help Peninsula appear trendy and up-to-date with consumers. Additionally, consumers will likely appreciate having access to the upscale products ([see story](#)).



*G.E.M.*

#### Tag Heuer glacier top concert

On Aug. 31 Swiss watchmaker Tag Heuer set the slopes of the Alps alive with the sounds of Chinese pop star G.E.M.

Held on the top of the Jungfrauoch glacier in Switzerland, regarded as the "Top of Europe" at 11,387 feet, Tag Heuer invited more than 200 Chinese guests to enjoy the event. Entertainment was provided by one of the brand's many ambassadors, pop star G.E.M., whose stage name stands for Get Everyone Moving, a household name in China.

G.E.M., a Chinese composer, dancer, musician and actress, has been a brand ambassador for Tag Heuer since early 2015. At just 24 years old G.E.M. is immensely popular in her native China and is admired by young Chinese consumers.

Tag Heuer invited G.E.M. to host a concert at the Jungfrauoch glacier for an audience of more than 200 Chinese fans, traveling from China as well as European cities. For her performance, G.E.M. with the help of Tag Heuer, designed a "dazzling" stage built on top of snow in the form of the watchmaker's logo ([see story](#)).



*Veuve Clicquot shares images on its Tumblr*

#### Veuve Clicquot's "We Are Clicquot" series

LVMH-owned Champagne brand Veuve Clicquot is profiling a number of its employees in a video series that celebrates the talents behind a flute of bubbly.

Housed on the brand's Web site, the "We Are Clicquot" series consists of five episodes capturing different vineyard roles to take a new spin on the notion of a craftsmanship video. While craftsmanship videos are immensely popular among luxury houses, showcasing employees in a candid fashion personalizes a brand and its offerings through the creative insights shared by the featured individuals.

In each video episode, Veuve Clicquot employees speak to their work, their expertise and the passion that continues to inspire them each day as they produce the brand's Champagne.

Instead of just focusing on the production of the Champagne itself, Veuve Clicquot looks at different aspects of the Champagne-making process, and those who take part in each step, to provide consumers with insights not often found in a craftsmanship video ([see story](#)).



*Sketch for Zegna's Made in Japan collection*

#### Zegna's "Made in Japan"

Italian menswear brand Ermenegildo Zegna created a "directional and dedicated" capsule collection emphasizing its excellence in style, tailoring and craftsmanship made specifically for Japan.

The capsule, "Made in Japan," is a tie-in meant to celebrate the opening of Zegna's Ginza boutique in Tokyo that occurred in March of this year. Meant to bridge the cultures between the brand and Japan, Zegna and couture head of design Stefano Pilati explored the heritage of Japanese fabric development and the savoir faire of Italian menswear design.

For Made in Japan, Zegna worked to combine its brand ethos with traditional Japanese knowledge by creating an exclusive limited-edition collection. The pieces in Made by Japan were all designed by Mr. Pilati but made in Japan by local artisans using Japanese fabrics and leathers rather than sticking to the Italian craftsmen that traditionally create Zegna's products.

To personify the collection, Zegna has selected five personalities for a Made in Japan photographic document and video, shot in multiple perspectives by contemporary photographer Takashi Homma ([see story](#)).

#### Final Take

*Jen King, lead reporter on Luxury Daily, New York*