

INTERNET

Luxury brands share well wishes for 2016

December 31, 2015



Hennessy New Year's Eve post

By STAFF REPORTS

As the clock begins to run out on 2015, a number of luxury houses are taking to social media to welcome the new year.

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From animated greetings to retrospective looks at the past twelve months, brands included consumers in the celebration of the milestone. While most of these efforts have little to do with pushing product, it opens up a dialogue with consumers surrounding shared experiences.

What are you doing New Year's?

BMW explained in a Facebook post that sometimes you need to look behind you before moving forward. The brand continued, "We at BMW have some exciting things just around the bend for you. Fasten your seat belts!"

Net-A-Porter used its iconic black ribbon to fashion a "2016."

Wishing you and yours a happy and healthy #2016. Celebrate tonight in style! [#HappyNewYear pic.twitter.com/mhjYrFozKN](https://pic.twitter.com/mhjYrFozKN)

NET-A-PORTER (@NETAPORTER) [December 31, 2015](#)

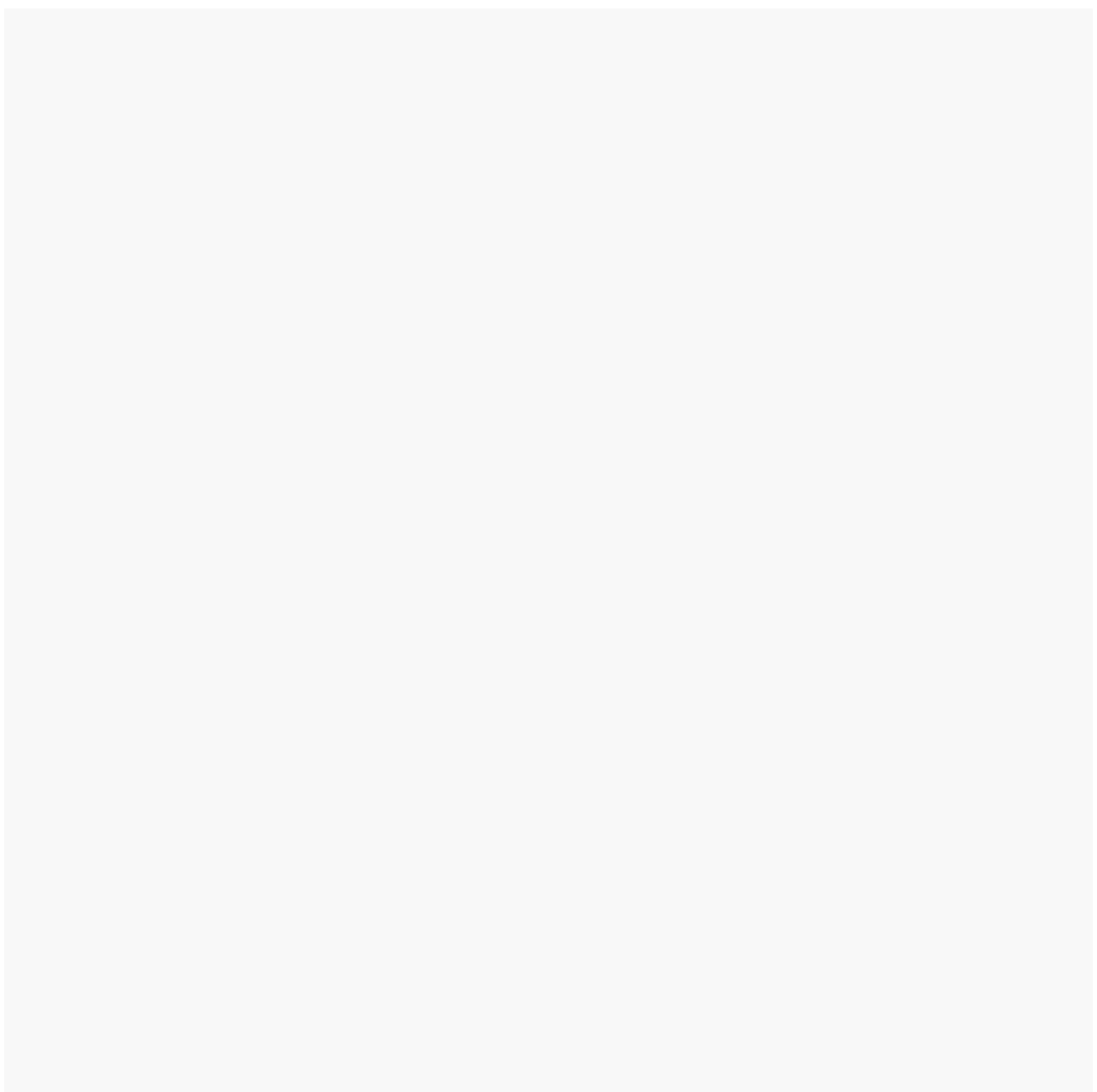
Bulgari shared a video depicting a sketch of its Tokyo store with a Serpenti light installed around its faade, telling consumers, "May your 2016 be illuminated with love, joy and glamour."

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May your 2016 be illuminated with love, joy and glamour. From Tokyo to Rome and beyond, happy New Year from Bulgari.

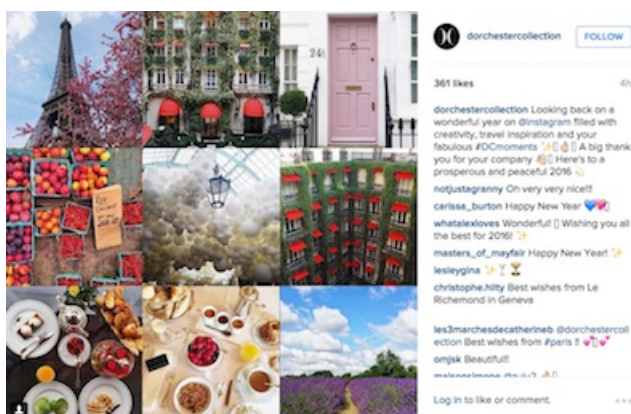
Posted by [Bulgari](#) on [Thursday, December 31, 2015](#)

Fendi's animation similarly links to its holiday ID-ea campaign, with lightbulbs erupting in the Roman sky like fireworks.



Happy New Year to all our amazing fans! A video posted by Fendi (@fendi) on Dec 31, 2015 at 8:40am PST

Meanwhile, hotel chains such as Dorchester Collection and the Ritz-Carlton highlighted some of their favorite posts from those who stayed at their properties.



Others helped their followers prep for the night's revelries.

Hennessy shared a recipe for a cocktail pairing its V.S.O.P. Privilege with its fellow LVMH spirit brand Mot & Chandon's Champagne.

Barneys New York looked to spur final 2015 sales, telling consumers to stay home and shop with a glass of Champagne to ring in the new year.

For some brands, New Year's greetings began early.

Jeweler Harry Winston is counting down to the new year by looking back on its most iconic motifs.

The house is hosting "A Brilliant Countdown" for five days on social media, sharing videos as well as facts about some of their most recognizable cuts. When a new year is approaching, luxury brands often take the opportunity to recount their history ([see story](#)).