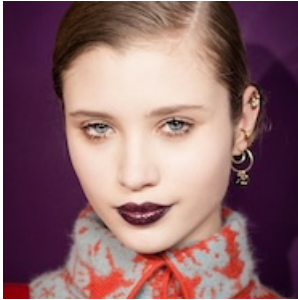


INTERNET

## Top 10 luxury brand social marketers of Q1

April 12, 2016



*Dior Makeup look from autumn/winter 2016*

By FORREST CARDAMENIS

The early months of 2016 saw brands becoming more comfortable with the newest social platforms.

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Many brands are now familiar with Snapchat and Periscope, using them to broaden their base and give consumers exclusive access to material. Outside the west, however, Michael Kors discovered a new platform ripe with potential, suggesting that the future will see more creative and diverse social media offerings.

Here are the top 10 social efforts from the first quarter of 2016, in alphabetical order:



*Looks from The Row and Proenza Schouler for Made in New York*

### Barneys takes a stand

Department store chain Barneys New York spread the message that gender equality is a concern for everyone through a social initiative.

The retailer joined the #WeForWe movement, asking its followers to do the same to raise awareness among their social networks. Tied to International Women's Day March 8, Barneys' campaign was an attempt to drive change through broad participation ([see story](#)).



*Lunar New Year gift wrapping by Burberry*

#### Burberry looks abroad

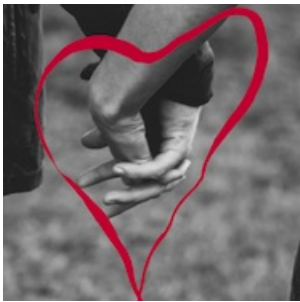
British fashion house Burberry used messaging application WeChat to involve Chinese consumers in its Lunar New Year promotions.

Lunar New Year, celebrated by Chinese consumers around the world this year on Feb. 8, allowed Burberry to curate an effort exclusively for its Chinese clients, thus creating a personalized and localized connection. WeChat offers brands an in with Chinese consumers around the world since the app is the go-to form of communication between shoppers, brands and peers ([see story](#)).

#### Dior dedicates to beauty

French atelier Christian Dior is giving its beauty division a platform on Instagram to boost the visibility of its personal care products.

Dior announced through its already established social channels that Dior Makeup had been given its own account on Instagram to segue an already active community to the new content page specific to cosmetics. Beauty products often fare the best on Instagram due to the visual nature of the platform, resulting in stronger interaction with the brand and items ([see story](#)).



*Georg Jensen, Hidden Heart*

#### Georg Jensen spreads the love

Danish jeweler Georg Jensen encouraged consumers to close their eyes and see with their hearts as an ode to the sentiment of St. Valentine's Day.

Georg Jensen's social media push extended across platforms, namely Facebook and Instagram, allowing followers to interact with the campaign in different ways. By asking questions of its social audience, Georg Jensen is able to create a dialogue that extends beyond its own promotions for a feeling that is more authentic, especially as the content generated regards individual experiences of love ([see story](#)).

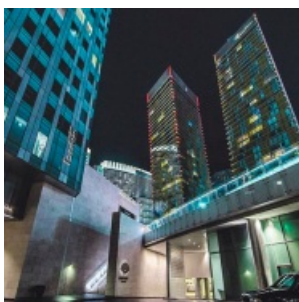


*Camille Benaroché at Jean Paul Gaultier*

#### Jean Paul Gaultier provides new perspectives

French couture label Jean Paul Gaultier gave consumers a tour of its "factory" through the eyes of digital influencers.

For the livestream of its couture spring/summer 2016 show on Jan. 27, the brand gave consumers the option to pick their seats, allowing them to watch the official video or view a Periscope feed captured by one of two bloggers. Fashion brands are frequently looking for ways to elevate the live-stream experience, taking it beyond a static video and allowing viewers to choose how they consume content ([see story](#)).

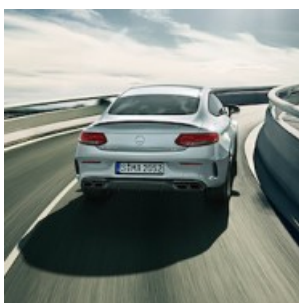


*Mandarin Oriental, Las Vegas*

### Mandarin Oriental opens ears

Mandarin Oriental Hotel Group is ensuring consumers hear what it has to offer with a new sound experience and social campaign.

The brand has outfitted rooms in numerous properties with a new sound system by Bowers & Wilkins and is celebrating the partnership with a #DestinationSound invitation-only music event. Hosting exclusive events is a surefire way to get experience-oriented consumers to take notice of a brand ([see story](#)).



*Mercedes-AMG C-63 Coupe*

### Mercedes inspires consumers

German automaker Mercedes-Benz campaigned on social media for consumers to never stop challenging.

The brand launched a social media campaign encouraging users to submit photos with the promise that the most liked image would feature on the Mercedes-AMG global Web site and on social media pages. Soliciting user-generated content has the potential to spread awareness by going viral and also foster sentiment and loyalty among participants ([see story](#)).

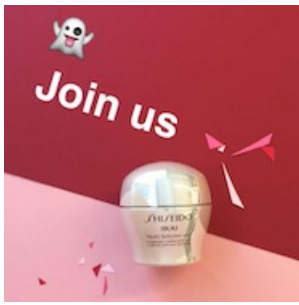


*Michael Kors monkey bag*

### Michael Kors pushes potential in China

Coinciding with Lunar New Year, U.S. fashion label Michael Kors launched its first campaign on popular Chinese social photography application "in."

On the app, the brand created a series of stickers depicting a cartoon monkey on a world tour as well as popular handbag styles, which "in" users can add to their photos before sharing with family and friends. According to Michael Kors, this was the first time a luxury fashion brand has partnered with "in," giving the label visibility on a widely used platform during the important shopping holiday ([see story](#)).



*Shiseido Snapchat still*

### Shiseido joins Snapchat

Japanese personal care brand Shiseido drove attention to its newly created Snapchat account through a blogger takeover.

On Jan. 12, Shiseido USA shared on its Facebook that the brand had established a Snapchat handle and had invited a special guest to join in on the inaugural fun. Snapchat has allowed brand marketers to present authentic storytelling content in a variety of ways, from model and spokesperson takeovers to behind-the-scenes views of the runway and advertising campaigns ([see story](#)).



*Cate Blanchett for SK-II*

### SK-II teams with Cate Blanchett

Japanese skincare brand SK-II leveraged the buzz surrounding red carpet beauty with a Snapchat takeover.

SK-II invited top beauty influencers Jenn Im and That's Heart to take over its newly established Snapchat account, SKIIOfficial. During the week-long takeover, the beauty influencers gave followers insider access to actress Cate Blanchett as she prepared for the red carpet during the 88th annual Academy Awards Feb. 28 ([see story](#)).

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