

BLOG

## Top 5 brand moments from last week

July 5, 2016



*Selfridges Shakespeare Refashioned window display featuring Dries Van Noten designs*

By STAFF REPORTS

Whether it's decoding secret messages, swapping careers or paying homage to one of literature's most renowned scribes, the luxury sector excels at engaging and entertaining its target demographic.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Experiential events, in-store or out of home, allow for increased engagement among the sector's most discerning consumers. Likewise, digital video and mobile applications have democratized outreach but has not diluted allure and status.

Here are the top five brand moments from last week, in alphabetical order:



*Europcar's Carousel of Dreams featuring Mercedes-Benz*

Car rental company Europcar made adults feel like kids again with help from Mercedes-Benz.

To launch its new advertising campaign, centered on the customizable features of its rentals and its selection of luxury and fun cars, Europcar worked with Mercedes to construct a working carousel in London where adults could hop in and coast in one of the automaker's newest models. This unconventional out-of-home placement and corresponding social video will not only help draw attention to Europcar, but may help inspire Mercedes aspirations among viewers.

Taking the campaign beyond the out of home placements in airports, on its vehicle exteriors and at its branches, Europcar decided to add an element of joy with an adult carousel.

Featuring five new Mercedes models, the carousel was constructed in the center of London, ensuring it would be seen by passersby ([see story](#)).



*Michael Kors' Kendall II sunglasses*

U.S. fashion label Michael Kors is allowing consumers to try on its Kendall II sunglasses via a one-day-only Snapchat filter lens.

Using Snapchat as a virtual mirror, consumers are able to try on three colors of the Kendall II style. Luxury has incorporated Snapchat into its marketing efforts to show candid behind-the-scenes footage of brand happenings, but promoted interactions on the social channel may resonate better with its millennial and Generation Z user base.

Michael Kors created the Snapchat filter to coincide with celebrations for National Sunglasses Day June 27 ([see story](#)).



*Image from Prada's Mod eyewear effort*

Italian fashion label Prada is portraying a freethinking mentality through a digital effort for its Mod eyewear collection.

In a series of films, model Vanessa Moody is cast as the leader of a girl gang in which she and her posse traverse a landscape of repurposed factories and underground clubs. When watched as a unit, the films spell out a hidden message, giving viewers incentive to tune in for the entire set.

Prior to the launch of the project online, Prada teased the effort, splicing together footage from the different films and asking consumers if they could piece together the message ([see story](#)).

British department store chain Selfridges is embracing literal retail theater with a celebration of the work of renowned playwright William Shakespeare.

In honor of the 400th anniversary of the Bard's death, the retailer is launching a multichannel campaign, "Shakespeare Refashioned," updating some of his most popular plays through a fashion-forward filter. Through this celebration, beginning July 4, Selfridges is able to showcase its affection for the arts while highlighting its British heritage.

For this campaign, Selfridges is opening a 100-seat theater on its lower ground floor, a first for a department store. Being built in partnership with LG, the theater will house theater company The Faction's production of "Much Ado About Nothing."

The Faction is staging a modern interpretation of the play, placing it in today's society, complete with 24-hour tabloid coverage ([see story](#)).



*Vogue's July 2016 cover*

With help from some larger-than-life personalities, fashion houses such as Gucci, Prada and Dior were among the brands to position the season's standout styles in the July issue of Cond Nast's Vogue.

Beyond its advertising pages, the July issue, which featured comedian Amy Schumer on its cover, was supported by digital content produced by Vogue and written by the comic. As the print and digital media industries continue to converge, it is becoming clearer that print titles will become more reliant on video features that bring their pages to life and offer consumers more than just written word and still imagery.

Being that Ms. Schumer is known for her stand-up and Comedy Central skits on "Inside Amy Schumer," the comedian used her humor to celebrate her first Vogue cover.

In the "Amy Schumer and Anna Wintour Swap Lives" skit, the comic and editor in chief of Vogue do just that. In a take on the television series "Wife Swap," the pair trade places with Ms. Schumer trying her hand at being Vogue's editor in chief, while Ms. Wintour takes on stand-up comedy, a move that shows a very different side of the magazine's head ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.