

MULTICHANNEL

Top 10 luxury brand multichannel efforts of Q2

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Alicia Vikander, W magazine April 2015

By FORREST CARDAMENIS



As technology has brought consumers closer to a connected world, brands have

responded by increasing touchpoints to maximize visibility.

It is not enough to silo marketing efforts into individual channels and hope that consumers will see them; instead, campaigns must span a wide range to allow consumers a fuller picture of the brand. Recent multichannel efforts often saw brands interacting directly with the consumer hoping to integrate themselves into her life, while others sought more creative ways to simply share news.

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Here are the top 10 multichannel marketing efforts, in alphabetical order:

Cond Nast re-thinks "the look"

Media conglomerate Cond Nast has developed a new beauty franchise that will tell its readers what #TheLooks.

Cond Nast's #TheLooks will be a socially-led beauty offering to help the conglomerate's titles speak to next-generation consumers in the cosmetics and personal care space. Beauty has found a niche in the digital space, thriving on YouTube tutorials, personalization applications and user-generated content to propel new products and introduce countless users to sector leaders and up-and-comers ([see story](#)).

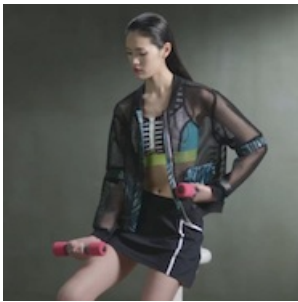


Photo by Robert Caplin

Four Seasons captures the scene

Four Seasons Maui at Wailea, HI is offering consumers the chance to boost their photography skills by hosting a Photocrowd challenge.

The prompt for the competition is wanderlust, and the winning entrant will be able to fulfill her desire to travel with a scholarship to the Maui Photo Expedition, complete with five complimentary nights at the Four Seasons property. Four Seasons is expecting hundreds of submissions for the contest, as photographers vie for their spot at the workshop ([see story](#)).



Lane Crawford Fit Room content

Lane Crawford gets fit

Chinese department store chain Lane Crawford is helping consumers get closer to their fitness and wellness goals with the launch of an athleisure shopping destination.

The year-long "The Fit Room: Fit for Modern Living" is kicking off with a series of in-store events and a social influencer series of tips for a fit lifestyle. Through this, Lane Crawford can become consumers' go-to guru for exercise gear and guidance ([see story](#)).



Marie Claire #GetFramed promotional image

Marie Claire gets framed

Women's magazine Marie Claire is changing the conversation around sunglasses through a partnership with eyewear manufacturer Safilo.

#GetFramed puts a spotlight on the accessory category poised for growth, communicating the idea that consumers should have frames to complement each type of outfit and that sunglasses should be bought with each new season along with other wardrobe updates. Creating a link between content and commerce, the program includes mobile integration, where consumers can virtually try on and purchase eyewear from Safilo licensed brands including Dior, Givenchy and Jimmy Choo ([see story](#)).



Selfridges' The Body Studio

Selfridges opts for inclusivity

London department store Selfridges is showing its love for EveryBODY with the opening of a new wellness destination.

The Body Studio is the largest department in the store at 37,000 square feet and will offer clothing and accessories that will satisfy women's demand for more sophisticated and inclusive bodywear. A consciously inclusive shopping destination will hold appeal for a broad base of consumers, particularly those who are younger and more health-conscious ([see story](#)).



SK-II Dream Again in Singapore

SK-II encourages dreamers

Japanese skincare brand SK-II is encouraging female consumers to dream again, regardless of their age or demanding responsibilities.

SK-II's "Dream Again" campaign, part of its larger #ChangeDestiny campaign, is based on a survey conducted among 5,400 women in 14 countries, the results of which found that there were key barriers such as financial support, fear of leaving one's comfort zone and not fitting traditional definitions of success preventing the pursuit of childhood dreams. But, SK-II found that "doing what you love" and being satisfied with life's outcome are not universally shared by female consumers ([see story](#)).



Instagram image from Steinway & Sons

Steinway returns to advertising

Piano maker Steinway & Sons is reaching out to cultured consumers through an integrated multichannel campaign that tells the story of its uncompromising dedication to expression.

Acting in harmony, the 163-year-old brand has launched a global print advertising campaign, a brand video that captures its artisanship, social work and a redesigned content-rich Web site that spotlights some of its famous owners. With a new flagship Steinway Hall in New York opening to the public on April 15, the brand is looking to appeal to a new generation of potential piano owners ([see story](#)).



Floris London and Turnbull & Asser's 71/72

Turnbull & Asser sniffs a story anew

British perfumer Floris London is translating bespoke tailor Turnbull & Asser's story into a scent, allowing consumers to explore the brand's heritage through a new sense.

The scent is meant to evoke the feeling of walking into Turnbull & Asser's flagship on Jermyn Street, with a name taken from its street address, 71/72. Turnbull & Asser and Floris London have a number of likenesses, including a shared nationality and possession of royal warrants from the British monarchy, making this partnership a natural relationship ([see story](#)).



Solo posing by one of his installations

Valentino turns to pop culture

Italian fashion label Valentino is paying homage to women's ability to multitask with a capsule collection inspired by DC Comics' Wonder Woman.

Much like the superhero's arsenal of chic weapons, including a projectile tiara, Valentino created a collection of femininely powerful attire and accessories alongside street artist Solo. Celebrating the launch, the artist is creating one-of-a-kind murals in select Valentino boutiques, bringing the comic book inspiration to life within the stores ([see story](#)).



Van Cleef & Arpels tracks down a precious puppy

French jeweler Van Cleef & Arpels is enlisting consumers' help on a search for a brand's best friend.

Together with online lifestyle publication Yatzer, Van Cleef & Arpels has launched a search for the brand's missing puppy brooch that dates back to the 1960s. Beyond potentially leading to the recovery of a piece of the brand's heritage, the novelty of the initiative will help expose the brand ([see story](#)).