

INTERNET

Top 10 luxury brand digital efforts of Q2

July 5, 2016



Lou Doillon in "The Legend of Orpheus and Eurydice"

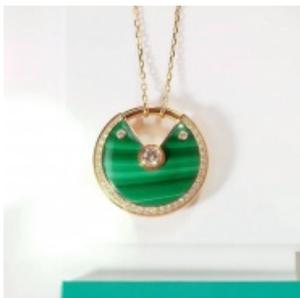
By FORREST CARDAMENIS

As technology pushes forward, new ways of dazzling consumers online are emerging.

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

Some brands took innovative approaches, hoping to hook new consumers with tantalizing, unfamiliar experiences, while tried-and-true storytelling reigned supreme for others. Regardless of approach, with a consumer base that largely lives online, enticing content is the key to getting the consumer's foot in the door.

Here are the top 10 brand digital efforts of the second quarter, in alphabetical order:



Cartier Amulette Malachite Instagram post

Cartier spins the wheel

Richemont-owned jeweler Cartier is fulfilling its consumers' desires with a campaign promising to unlock their wishes.

The Amulette de Cartier collection is made up of colorful gemstones, each of which symbolizes a different feeling or wish. The creative content marketing and personalization the pieces offer will encourage engagement and work with Cartier's playful but discerning image ([see story](#)).

Gucci goes Grecian

Italian fashion label Gucci is taking a cinematic approach to sponsored content through a collaboration with Cond Nast.

Working with filmmaker Gia Coppola, Gucci produced a series of four short films that tell a modern interpretation of the myth "The Legend of Orpheus and Eurydice." This first-of-its-kind partnership for the brand and media group premiered exclusively on June 6 across six Cond Nast titles and Gucci's Web site ([see story](#)).



Harvey Nichols menswear grand opening stunt

Harvey Nichols says hello

British department store chain Harvey Nichols is including a broad audience in the opening of its new menswear department through a virtual experience.

Consumers can take a digital tour of the two-floor space opened April 7 at its Knightsbridge store to get a feel for the 270 labels carried, including Alexander McQueen, Valentino and Gucci. While Harvey Nichols' flagship is in London, the store caters to clientele across the United Kingdom, making this online tour a way to make the grand opening an affair for all of its customers ([see story](#)).



Jean Paul Gaultier "Spinach & Stockings" comic

Jean Paul Gaultier gets by with a little help from his friends

French couture house Jean Paul Gaultier is introducing itself to a new market with the help of some animated friends.

The label is releasing limited editions of its Classique and Le Male scents, featuring Betty Boop and Popeye, respectively. The popularity of the characters will likely extend beyond the brand's regular customers, who will also respond to the exclusive nature of the product ([see story](#)).



Kenzo's "Primary Colors"

Kenzo moves into the groove

French fashion label Kenzo is letting consumers try their hand at music production through an interactive experience showcasing its spring/summer handbag styles.

For its "Primary Colors," the brand teamed with the production team behind anime series Culture Sport to create an animation that responds to a track created by the user on a drum machine, with handbags dancing to the rhythm of the customized electronic beats. Involving consumers in the creation of a digital experience helps to further immerse them in the intended message ([see story](#)).



Lexus' "It Got Better" season three

Lexus looks to the bright side

Toyota Corp.'s Lexus is sharing inspiring messages of struggle and hope through an online series in collaboration with the It Gets Better Project.

Returning for its third season, "It Got Better" tells the stories of LGBT celebrities, as they discuss both their challenges and successes, showing LGBT youth that their lives may seem bleak right now, but they will improve. Airing on Lexus' L/Studio digital content channel, this series enables the automaker to engage consumers with programming that extends beyond automotive topics ([see story](#)).



Marc Jacobs eyewear, spring 2016

Marc Jacobs plays Scream Queen

U.S. fashion brand Marc Jacobs is showcasing consumers' expressions for its spring 2016 eyewear collection.

Marc Jacobs is extending consumer participation with a new Web application that puts brand enthusiasts as the face of its latest eyewear effort. Launched April 7, the "Print Me Marc" effort allows consumers to embed their own face into the Screaming Queens print designed by label's namesake designer and Instagram artist @Bessnyc4 for spring/summer 2016 ([see story](#)).



Nordstrom Instagram photo

Nordstrom instigates impulse

Department store chain Nordstrom is ensuring it has ample visibility and accessibility at the 70th Tony Awards.

In addition to styling the nominees and presenters, Nordstrom will make accessories available online as the performers are seen wearing them. Instantly gratifying viewers will likely cause a spike in sales as consumers seek to emulate their favorite stars ([see story](#)).



Poltrona Frau Icons in Motion

Poltrona Frau plays hide-and-seek

Italian furniture maker Poltrona Frau made its presence at Milan Design Week known by bringing its products to life.

Chester, Dezza, Lyra, San Luca, 1919 and Vanity Fair are the elegantly upholstered stars of Poltrona Frau's film, as well as its film-within-the-film. Scattered with clues throughout, the short film will engage enthusiasts who know the brand story while also luring in new consumers with its humor and mystery ([see story](#)).



Image from Sub-Zero's "Fresh Food Matters" campaign

Refrigerator and wine storage brand Sub-Zero is providing a fresh perspective on food preparation and storage with an influencer-led initiative.

"Fresh Food Matters," centered on a dedicated Web site, aims to educate and inspire consumers to buy and cook with more fresh ingredients through insights from varied personalities including television host and chef Daphne Oz and vegan professional surfer Tia Blanco. Sub-Zero's content hub delves into the impact these ingredients can have on health, while also investigating the effect that food choices can have on the economy, the family and the environment ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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