

MARKETING

Top 10 luxury branding efforts of Q2

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Canine Collectionshoot for Lyst

By JEN KING

Affluent consumers have begun to place increasing importance on social, environmental and equality causes, which in turn has presented luxury brands with an opportunity to position their efforts accordingly.

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In the second quarter of 2016, many luxury houses worked toward inspiring their consumer sects to be more aware, whether it be of animal cruelty, gender inequality or body image. Likewise, keeping inspiration at the core of its branding efforts, luxury took time to show consumers the endless possibilities afforded through DIY programs, outstanding raw materials and realized dreams.

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



De Grisogono's 404-carat diamond

De Grisogono's 404 carats of possibilities

Swiss jeweler de Grisogono highlighted the potential of its latest acquisition, one of the 30 largest rough-cut diamonds ever found.

The 404-carat stone holds with it a rare opportunity, since de Grisogono will be able to be a part of the decision process for the cutting of the precious gem, whereas traditional jewelry making relies on pre-cut, already polished stones. While this diamond will be fashioned into only one piece, the brand is taking the stone out of the vault for its entire audience, allowing its message of craftsmanship to extend beyond the diamond's eventual owner.

De Grisogono revealed the diamond during the Cannes Film Festival. The announcement came as the brand mingled with celebrities and the film industry at its event co-hosted by de Grisogono founder Fawaz Gruosi and Kim Kardashian West ([see story](#)).



Dior's Chteau de La Colle Noire in Grasse, France

Dior's Provençal dream realized

French atelier Christian Dior has brought its namesake founder's dream to fruition by restoring the Chteau de La Colle Noire in Grasse, France.

In 1950, the Chteau de La Colle Noire was purchased by Mr. Dior with the hope of using the property's 50 hectares as a nursery for flowers intended for the brand's perfumes, but with Mr. Dior's death soon after, his dream was never realized and the house sat mostly unused for 60 years. With the restoration of the property in Southern France, Dior has transported much of its fragrance division to the region.

With the Chteau de La Colle Noire now restored, Dior has established perfumer-creator Franois Demachy's creative laboratory in the Grasse city center within the Fontaines Parfumes site. Dior will also establish exclusive partnerships with nurseries that produce fragrance-quality flowers in the region ([see story](#)).



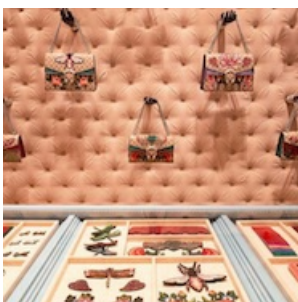
Graff Vendme diamond

Graff's 105.07-carat namesake

British jeweler Graff Diamonds showed its capabilities to unleash the natural beauty in a diamond with the reveal of a 105.07-carat stone.

Graff's gemologists carefully analyze the diamond in the rough, mapping which cuts would work best for the stone. The result is the Graff Vendme, a D Flawless pear-shaped diamond commemorating the brand's new store on the Parisian street, its first in the city.

The Graff Vendme is the largest cut and polished diamond in Graff's history. Surrounding the stone are 12 satellite diamonds, the largest of which is 17.1 carats ([see story](#)).



Gucci's DIY service at its Milan flagship

Gucci DIY service

Italian fashion house Gucci is putting creative control in the hands of consumers with the launch of a DIY program, launching first at its Milan boutique.

Consumers who visit the Milanese flagship on via Montenapoleone will be able to customize the Dionysus handbag through the DIY service. As the program rolled out globally, Gucci began including other products that can get the DIY

treatments including the Ace sneaker, Princetown shoes, ready-to-wear pieces and men's made-to-order.

Gucci's creative director Alessandro Michele launched the DIY program May 25 as a way to express his philosophy of how the clothing worn by a person represents how they feel. The DIY program will fortify this philosophy by creating authentic and free expression through Gucci products ([see story](#)).

Lyst's puppy sale

Online retailer Lyst went viral courtesy of a controversial launch of a collection marketing dogs as fashion accessories.

After unveiling its "Canine Collection" on May 9, the ecommerce site drew criticism from the RSPCA and concerned consumers, who were worried about the seemingly flippant attitude shown towards the dogs' well-being. After sticking to its narrative, Lyst revealed that the stunt was fake, and used its increased attention and mentions to spotlight the issue of "handbag dogs."

Lyst's Canine Collection opened to "pre-order" on May 8. The site had listings for 33 breeds ranging from dachshunds to great danes, which it categorized by sizes x-small through x-large. Much like fashion ecommerce, consumers could filter the "products" by color or size, which it claimed lets them pick out the dog that will best match their style sensibility ([see story](#)).



Selfridges' The Body Studio

Selfridges' body positive effort

London department store Selfridges showed 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.

As the fashion industry has come under increased scrutiny over the past several years for its narrow conceptions of a healthy and attractive beauty, several newer brands have taken advantage of the opportunity to make high quality clothing for women whose bodies did not conform to the industry's narrow standard.

This, along with an accompanying health-conscious consumer mindset, has led Selfridges to create The Body Studio as an inclusive, body-positive department dedicated to a healthy lifestyle ([see story](#)).



SK-II Dream Again in Singapore

SK-II recalls its childhood dreams

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.

SK-II's conclusion was that dreams begin to fade with age and consumers who still dream are happier than those who do not. To inspire its consumers to revisit their dreams, SK-II organized a social experiment featuring children, who are full of imagination and dreams, to serve as "surprise counselors for dreamless adults" ([see story](#)).



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

Sub-Zero says fresh food matters

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.

Sub-Zero's commitment to fresh produce extends beyond the campaign, with a garden at its headquarters in Madison, WI supplying ingredients to corporate chefs. The meals cooked feed about 2,500 people who come through the training center per year ([see story](#)).



Promotional image for Tag Heuer content on NYT VR

Tag Heuer does not crack under VR pressure

Swiss watchmaker Tag Heuer is crafting a legend with the help of the New York Times' virtual reality mobile application.

The NYT VR app puts readers at the center of New York Times' content, including what is produced by its brand partners, through immersive 360-degree video experiences that allow for an interactive narrative. LVMH-owned Tag Heuer is using the NYT VR app's storytelling capabilities to share the heritage of its Carrera timepiece with New York Times' audience, showing both its placement within the overall watch industry and its modernity.

Tag Heuer's content, titled "Crafting a Legend: Ride with Tag Heuer," puts viewers in the "driver's seat" to learn the history behind the watchmaker's Carrera watches ([see story](#)).



Tesla Model X

Tesla's unconventional mall visit

U.S. automaker Tesla is innovating the traditional dealership format through a retail placement at a Nordstrom store in Los Angeles.

The first of its kind Tesla Gallery at Nordstrom The Grove will showcase the brand's Model X SUV in a 400-square-meter boutique within the store's menswear department. With its debut timed for Father's Day weekend, the space is designed as a venue for low-pressure exploration of Tesla rather than a direct point-of-sale.

Tesla's gallery, opening Saturday, June 18, is based on the brand's existing showroom design, reinterpreted to fit a smaller square footage. Consumers can interact with displays or build their ideal Model X by combining trim and interior options in a Tesla Design Studio ([see story](#)).

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