

MARKETING

## Top 10 luxury brand digital efforts of Q3

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Fernanda Ly for Tiffany's #LoveNotLike

By JEN KING

As the boundaries between digital and social platforms continue to intersect, brands have worked to seamlessly integrate both mediums for a winning formula of consumer engagement.

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In the third quarter of 2016, nearly all digital efforts feature a social component to ensure visibility and interaction among aspirational and established consumer demographics. Digital touch points are expanding beyond the average, to include aspects of daily life ranging from curated music playlists to replications of the showroom experience.

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



Burberry promotional image for September Collection 2016

### Burberry's instant-gratification

British apparel and accessories label Burberry promoted its first full, direct-to-consumer runway presentation with consumer activation touchpoints found across social media channels.

Burberry presented during London Fashion Week at the Makers House on Monday, Sept. 19 at 7:30 p.m. BST, with the more than 250 pieces from the September collection becoming available for purchase in real time once they have walked the runway. Noting the change in consumer expectation and behavior, Burberry has refined its runway and retail strategies to be "seasonless, immediate and personal" to keep its global audience top of mind.

As it has done in the past, Burberry broadcast its presentation via live stream on its Web site. New for this collection,

Burberry also live streamed the show using Facebook Live, allowing consumers to view the show in real time with content playing automatically on users' social feeds.

Burberry also made efforts to enhance interactions between the show and consumers through a number of social media pushes. For example, Burberry launched on Facebook Messenger to offer live customer service to field any questions about the pieces shown.

Exclusive content will also be found via Facebook Messenger such as the inspiration behind the collection ([see story](#)).



*Chlo for Apple Music*

Chlo's sound

French fashion label Chlo partnered with Apple Music to delve into creative director Claire Waight Keller's free-spirited music tastes.

For the music streaming platform's fashion curator series, the designer is hosting a month-long takeover during July, sharing her ideal summer playlists. Through this placement, Chlo is able to showcase its perspective to Apple Music's 13 million subscribers.

Her playlists include "On the Road," "#ChloeGirls" and "Festivals," with music from the likes of Blondie and modern Chlo girls ([see story](#)).



*Kate Moss for Charlotte Tilbury's Scent of a Dream*

Charlotte Tilbury's virtual reality

Makeup artist Charlotte Tilbury introduced her eponymous brand's debut fragrance with an out-of-this-world experience.

For Scent of a Dream, the brand has filmed the first virtual reality footage starring Kate Moss, which allows the viewer to zoom among constellations and immerse herself in the perfume's world. Launching exclusively at Nordstrom on Sept. 1, the virtual reality experience will roll out to other Charlotte Tilbury counters across the United States later that month.

Developed with director Antoine Wagner and content production studio Happy Finish, the virtual reality film premiered on Charlotte Tilbury's Web site on Aug. 18. The first 1,000 consumers to navigate to the site on that day received free Google cardboard headsets ([see story](#)).



*Dior's video women role model video series*

### The women of Dior

French couture house Christian Dior wielded tools that resonate well with modern audiences on Instagram, leading up to its spring/summer 2017 collection reveal.

Dior went behind-the-scenes on Instagram to bring the heart of its brand closer to consumers, with a video series that discusses female role models.

Teasing the debut runway show from its first female creative director, the video series takes a look at the women of its atelier as they work on the finishing touches and discuss who their role models are.

The Instagram series gives followers an inside look at the atmosphere and women of its atelier, but keeps an air of romanticism amongst the chaos. Filmed in black-and-white, each video features interviews with various women while they finish their work ([see story](#)).



*Ferrari California T*

### The next-generation of Ferrari

Italian automaker Ferrari has developed a "Next Generation" platform to assist the development of variations on several of its flagship models.

Continuing a decade-long partnership with Michigan-based Altair, Ferrari's platform accounts for flexibility of packaging design and manufacturing processes. With many ideas feeding into the eventual design of a concept vehicle, this platform was developed to better handle the evolving nature of the process.

Working with Ferrari's in-house team, Altair's specialized designers and engineers developed the Next Generation platform.

The resulting software includes design optimization methods such as Altair's C123, a three-step concept development process which allows for faster simulation of design changes. This leverages Hyperworks simulation technologies ([see story](#)).



*Four Seasons' private jet*

### In the air with Four Seasons

Four Seasons Hotels & Resorts employed Facebook Live's streaming capabilities to enable consumers to virtually

board its private jet.

The 35-minute Facebook Live broadcast on Sept. 18 invited consumers to meet crew members and see features of the aircraft's hospitality through the eyes of one of its social media team members. Much like other streaming platforms, Facebook Live enables brands to show an unfiltered perspective, taking brand film beyond carefully produced montages.

Four Seasons is shoring up autonomy during its global travel programs by introducing a branded 52-passenger jet. The retrofitted Boeing 757 began flying passengers on bespoke journeys in February 2015.

After greeting consumers and setting the scene in Austin, TX, Four Seasons' host Yvonne Yuen shared her point of view as she boarded the plane ([see story](#)).



*Behind-the-scenes with Gemfields and M2M*

### Style-centric Gemfields

Colored-gemstone miner Gemfields established a presence during New York Fashion Week this September through an influencer film series.

Running as part of style video network M2M's In Conversation series, the films feature bloggers talking about how color relates to their personal fashion sense. This branded content will enable Gemfields to further connect itself to the world of fashion.

Gemfields' fashion week films draw on its recently launched "Ruby Inspired Stories," which explore rubies' believed symbolism of passion, protection and prosperity through tales of a single moment in three women's lives. Rather than focusing on the physical appeal of the rubies pictured, Gemfields instead highlights their emotional appeal, as the stones bring back memories or help to celebrate a milestone.

Expanding on this concept, the M2M series will feature bloggers Amanda Steele, Ciprianna Quan and Chriselle Lim in narratives about the meaning of colors ([see story](#)).



*Hugo Boss On Demand*

### Hugo Boss turns on demand

German fashion label Hugo Boss went on demand with the help of a feted player in the new economy.

With the help of Uber, Hugo Boss is debuting Boss On Demand, a multichannel shopping experience designed to combine the diverging strengths of in-store and online shopping. As bricks-and-mortar revenue decreases and ecommerce grows, an omnichannel approach will allow Hugo Boss to maintain both channels and stand out from competitors.

Boss on Demand consists of three major services: Effortless Shopping, Impeccable Service and Inside Access.

The benefits of Boss Inside Access are more wide-ranging, incentivizing customer loyalty and rewarding longtime and high-spending customers ([see story](#)).



*Fernanda Ly for Tiffany's #LoveNotLike*

### Tiffany in #LoveNotLike

U.S. jeweler Tiffany & Co. appealed to a younger consumer generation through a social media push for its Return to Tiffany Love collection.

With accessible price points and millennial-aged models sporting the collection on the brand's posts, Tiffany is working to show younger consumers that it offers more than just high-jewelry. Recently, Tiffany has been working towards embracing different facets of its product category and casting celebrity faces as ambassadors in a bid to rejuvenate consumer interest and grow profit margins.

Tiffany introduced the Return to Tiffany Love collection on its social platforms with a video clip of a hand drawn white heart with the words #LoveNotLike written inside. Using a black background, the heart and writing appear as if they were written in chalk.

The hashtag #LoveNotLike is then used in all posts after the video, serving as the collection's tagline ([see story](#)).



*The Colosseum in Rome*

### Tod's gives back

With the first phase of the Roman Colosseum's restoration complete, project supporter Italian apparel and accessories label Tod's included a global audience in the reveal.

In 2011, Tod's Group pledged 25 million euros, at the time about \$34 million, to help officials fund repairs of the landmark. Along with an unveiling event on July 1, Tod's created a corresponding digital project that takes consumers inside the process.

The restoration of the Colosseum was a project of the commissioner of the archaeological areas of Rome and Ostia Antica, Roberto Cecchi, who worked in collaboration with the Italian capital's archaeological heritage department.

Via a dedicated page of Tod's Web site, consumers can follow the first phase of the renovations, seeing before and after photos and reading about the process ([see story](#)).