

ADVERTISING

Top 10 luxury advertising efforts of 2016

December 27, 2016



Chanel's spring/summer 2016 runway show

By BRIELLE JAEKEL

While the luxury sector is slow to take on new strategies, those that chose to be unique and innovative stood out among the rest in 2016.

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

Many advertising tactics seen in 2016 have included interesting videos, social influencers and on-site installation aimed to capture the millennial audience and to stay noticeable. Brands, designers and manufacturers have taken on a wide range of subjects within these efforts that include humorous, serious and artful touchpoints.

Here are the top 10 advertising efforts of 2016, in alphabetical order:



Still from Audi's 'The Comeback'

German automaker Audi casted the ideal advocate for pilotless driving in its latest promotional film.

The automotive industry has been neck-in-neck is developing functional, real-world autonomous driving, whether consumers are ready for the advances in technology or not. In Audi's "The Comeback," the automaker showed how autonomous driving can be a revitalizing experience for those tired of their day-to-day reality.

Shared by Audi Germany on it's YouTube channel, The Comeback went viral due to its use of humor to promote its latest technological innovations. As of press time, on YouTube alone, the film has 1.7 million views and counting

(see story).

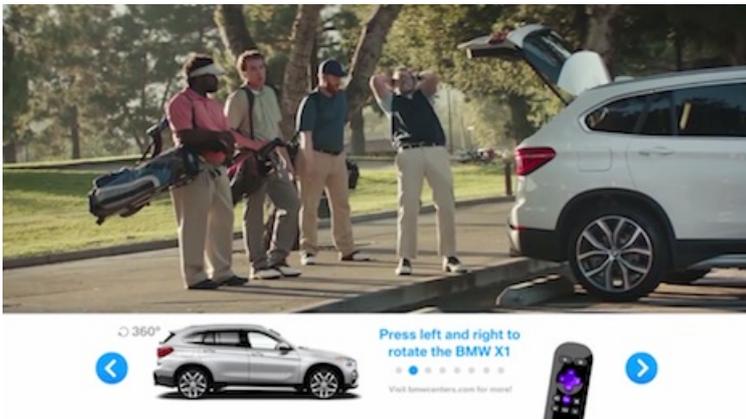


For its latest campaign, department store chain Barneys New York used spring trends to show where fashion and art overlap.

To do so, Barneys collaborated with photographer Juergen Teller and supermodel Karlie Kloss for a photo shoot staged during Miami's Art Basel. With so many similarities, fashion brands and retailers often pair works of art with apparel, showing how the two feed off and inspire one another.

Barneys' spring 2016 campaign marked the first time Mr. Teller and Ms. Kloss have worked together in almost a decade. The pair first met in 2008 for Ms. Kloss' first major campaign, a fragrance effort for Marc Jacobs' Lola perfume.

When approached by Barneys for the spring 2016 campaign, Mr. Teller felt Ms. Kloss was the perfect fit for the Miami location, saying that she is "an American sporty supermodel" and that the South Florida city is a "muscle sports environment" (see story).



BMW's interactive television ad for the X1

German automaker BMW was possibly at the start of what could be a dramatic shift in the television advertising industry by allowing users to interact through their remote controls.

Consumers with smart television sets such as Roku are able to interact with new BMW ads for a more personalized and helpful ad experience. Interested users can grab their remotes to view a BMW X1 in various colors or different angles while the ad is playing.

Television viewers that have connected TV sets will be able to interact with BMW advertises to get more information in regards to X1 purchases. Currently, there are two separate experiences available for one spot.

The 30-second spot features a man angrily leaving a golf course, presumably because he lost. As he aggressively packs the trunk of his BMW X1, his peers also load up the trunk as well (see story).

French fashion house Chanel was in a New York state of mind for its spring/summer 2016 campaign, which took place in Brooklyn.

"City Western" continued the concept behind Chanel's runway show for the spring/summer 2016, which had models ready to board an airplane towing suitcases and carry-on bags. Recently, a number of luxury houses picked unlikely settings for their campaigns, choosing to juxtapose high fashion with grittier surroundings.

For its runway show last October, Chanel built a miniature airport terminal in Paris' Grand Palais. Models walked past gates, ticketing kiosks and members of the audience sitting in the boarding area for Chanel Airlines while toting rolling suitcases or handbags with their flying essentials.

Chanel Airlines appears to have service to New York, where it landed for the season's advertising campaign ([see story](#)).



DFS fall 2016 Loyalty 465

LVMH-owned luxury travel retailer DFS Group explored the concept of loyalty with help from influencers and its own employees.

The company's fall "Loyalty is Everything" effort gathered personalities including designer Tory Burch, blogger Susanna Lau and model Caroline de Maigret to discuss their devotion to everything from their hometown to new experiences. While designed as a promotion for DFS' Loyal T program, none of the individuals spoke directly to their relationship with the retailer, allowing their stories to resonate on a human level.

DFS introduced Loyalty Is Everything on its social channels and its online content hub T Journal starting Aug. 1. Each featured individual is seen in a short video, with a corresponding text interview delving into their packing preferences and travel habits ([see story](#)).



Harvey Nichols Shoplifters

British department store chain Harvey Nichols' comical look at shoplifting earned the 2016 Film Grand Prix at the Cannes Lions International Festival of Creativity.

The retailer's short video, created and entered by agency Adam & Eve/DDB, edits real security footage captured at Harvey Nichols' stores, with the message that enrolling in its rewards program is a way to earn freebies legally. The whimsical film that caught judges' attention was also an awareness-building success for the store, with more than 500,000 views since it launched almost a year ago.

Harvey Nichols' ad, produced by Blink Productions, Cain & Abel and The Mill, superimposes cartoon faces onto shoplifters, to "protect the guilty." The CCTV footage catches these nefarious shoppers in the act, as they look around and stuff merchandise in their bags or under their coats.

After watching them steal, the footage follows these criminals as they try to leave the store, when they are flagged down by security. The last shots show the shoplifters beside themselves, shaking their heads as they wait for the authorities ([see story](#)).



Hozier for John Varvatos, fall/winter 2016

U.S. menswear brand John Varvatos reiterated its rock 'n' roll appeal through an original music video featuring pieces from its fall/winter 2016 campaign.

For the fall/winter 2016 advertisements, the menswear label worked with Irish singer/songwriter Andrew Hozier-Byrne, known as Hozier professionally. Since debuting its "iconic rock star" ads in 2005, the brand has used only black-and-white imagery, but for fall/winter 2016, John Varvatos opted for color photography, a move that is likely to give pause among enthusiasts who have become accustomed to its grey-scale aesthetic.

Hozier, a Grammy-nominated musician, was photographed by Danny Clinch for John Varvatos' fall/winter 2016 campaign, a departure from the brand's visual rock star series shot on black-and-white film. The series featured a mixture of legendary musicians and icons in the making, putting Hozier in company of greats such as Willie Nelson, Ryan Adams and Gary Clark, Jr.

The campaign images debuted in print and digital in September ([see story](#)).



Kenzo's Snowbird advertising still, men's spring/summer 2016.

Parisian fashion label Kenzo shared homemade cake among the residents of California's Slab City for its spring/summer 2016 collection film.

Directed by Sean Baker, "Snowbird" was filmed entirely with an iPhone and traces the journey of Theo, played by model Abbey Lee, as she traverses through the "debris-scattered [Sonoran] desert community" of Slab City, CA, known for its eccentricity and off-the-grid living. While other fashion houses are moving toward more abstract campaign films, Kenzo's Snowbird focuses on the narrative and "eschews the glitz and glamour of fashion."

The fashion label described the film as being "equal parts daydream elegiac wanderlust and subtle comedy." The nearly 12-minute film begins with Theo baking a cake in an RV and then walking across the desert landscape to her Slab City neighbors' trailers.

To maintain authenticity, Kenzo cast true Slab City residents to interact with Theo as she stops by to share slices of cake. The conversations are natural and appear to show the everyday interactions of those who live in Slab City, an abandoned WWII military base that has become a squatter village full of eclectic retirees and artists ([see story](#)).



Campaign image from Kenzo's "The Realest Real"

French fashion house Kenzo reflected on the boundaries and connections created by social media in a campaign that favors content over commerce.

The brand tapped indie filmmaker Carrie Brownstein to direct a video featuring its fall/winter 2016 collection, the result of which is a star-studded take on the relationships developed between celebrities and their fans online. With a relatable theme and an outlandish narrative, Kenzo's social video likely found an audience outside of its own followers.

"The Realest Real" premiered on Kenzo's social channels and Web site on Sept. 13. The six-minute film opened in a stark room where the viewer sees Abby, played by Laura Harrier, awaiting an appointment as a group of stoic people watch her ([see story](#)).



Image from Valentino's fall/winter 2016 campaign

Italian fashion label Valentino highlighted the movement of its fall/winter 2016 women's wear collection through a dance-inspired effort.

Shot by Steven Meisel in New York, the advertisements show models mid-arabesque or performing a kick or pli, allowing the clothing to catch in the air. Even as still images, Valentino's minimalist concept allows the models' poses to shine.

In Valentino's ads, female models are dressed in beige ensembles, while their male co-stars don black ballet attire. A set composed of clean-lined chairs, a staircase, ramps and gymnastic rings serves as the backdrop for the dancers' moves.

Models Kaitlyn Aas, Karen Elson, Jamie Bochert and Julia Nobis performed modernist movements, leaning or reaching their arms out with meaning ([see story](#)).