

BLOG

## Top 5 brand moments from last week

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*Dolce & Gabbana's mascots in London*

By STAFF REPORT'S

While many brands focused on efforts dedicated to last-minute holiday gift pushes, others in the luxury sector looked forward toward new beginnings and technologies of the future.

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Christian Dior shared its first advertising campaign under Maria Grazia Chiuri's creative direction and Mercedes-Benz turned to smart home accessories to make consumers' lives easier. Elsewhere, Dolce & Gabbana set out on an awareness mission led by designer-look-alike mascots and Chanel touted its appeal in lighthearted vignettes.

Here are the top five brand moments from last week, in alphabetical order:



*Caroline de Maigret for Chanel's Boy.Friend watch*

French couture house Chanel is playing off the positioning of its Boy.Friend timepiece as a woman's companion with a playful effort.

Working with brand muse Caroline de Maigret, the label produced a handful of black-and-white films that whimsically explore the double meaning of the word "boyfriend." Tapping a friend of a brand can help add a personal touch to marketing efforts, with the personality's point-of-view flavoring the content produced ([see story](#)).



*Dior spring 2017*

French atelier Christian Dior is highlighting the differences of twin models for its upcoming spring campaign, marking Maria Grazia Chiuri's debut as the brand's first female artistic director.

Captured by photographer Brigitte Lacombe, the spring ads are Ms. Chiuri's first campaign with Dior. The effort gracefully celebrates varying styles of femininity by showing off twin models Ruth and May Bell in differing styles.

The spring campaign shows off the contrasting features of the Bell twins in a unique matter. While Ruth celebrates a tomboy-like style with a short pixie cut, May's long hair and soft features leverage the traditional idea of femininity ([see story](#)).

Italian fashion label Dolce & Gabbana is embarking on an international tour with two recognizable faces.

These #DGClone characters are cartoon recreations of the brand's namesake designers Domenico Dolce and Stefano Gabbana, complete with dapper black-and-white outfits and black framed glasses. After being spotted in Paris, New York and London, the mascots will travel to other cities, allowing the designers and the brand as a whole to connect with international clientele and fans in a memorable manner ([see story](#)).



*Fendi's snowman sporting its Hypnoshine sunglasses*

Italian fashion label Fendi is counting down the days until Christmas through interactive stories on Snapchat and Instagram.

The brand's #12DaysofFendi gives its followers tasks, such as decorating a Christmas tree or building a snowman, which can be completed by tapping their screen. Taking advantage of both platforms' user interfaces, these stories give the illusion of participation to those watching, giving them a reason to stay through the end ([see story](#)).



*Mercedes-Benz partners with Google Home*

German automaker Mercedes-Benz is now allowing consumers complete control over their vehicles without having to step foot outside of their homes through Google Home capability.

With so many advances in technology happening, the auto industry is miles ahead in terms of innovation. A series of luxury vehicle manufacturers such as Mercedes are integrating with at-home virtual assistants, allowing consumers to complete various tasks with just their voice, such as turning on the car and getting fuel info ([see story](#)).

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