

MARKETING

## Top 10 luxury social efforts of Q1 2017

April 4, 2017



*Gucci's #TFWGucci meme campaign*

By STAFF REPORTS

Similar to advancements in mobile marketing, luxury brands have tapped social media to present target consumers with immersive experiences that maintain allure.

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

As the social channels have evolved so have luxury brands' marketing tactics, expanding beyond standard imagery sharing and news updates to more experiential initiatives that allow the consumer to feel part of the effort. Social campaigns in the first quarter of 2017 have ranged from interactive efforts to initiatives that leverage the service touch points luxury is known for, proving that being present on social channels is worthwhile for the industry.

Here are the top 10 social efforts of the first quarter, in alphabetical order:



*Actor Dev Patel participates in Armani's upcoming film*

### Armani goes to Austin

Italian apparel and accessories brand Giorgio Armani hoped to make a dramatic impact with its third annual film project with the help of a special bot that went beyond commerce.

Facebook Messenger bots have become increasingly popular in the luxury space. While many brands hope to leverage chatbots for retail initiatives such as driving sales and bookings, Armani is taking an opportunity to assist

consumers interested in its "Films of City Frames" project to make a bigger impact ([see story](#)).



*Coco Mademoiselle Instagram campaign*

Chanel's interactive Instagram initiative

French house Chanel painted its Coco Mademoiselle fragrance in a mysterious light through an interactive Instagram campaign that resembles a scavenger hunt.

Chanel's official Instagram account has shared an image for its Coco Mademoiselle campaign that is comprised of three different ad photographs in an effort to be mysterious. Fans must click the tags to see the full images revealed and discover the different facets of Coco Mademoiselle ([see story](#)).



*Returns are an inevitable part of the ecommerce process*

Dior's beauty advisor

French atelier Christian Dior is the latest brand to leverage Facebook Messenger as a method to dispel news and happenings with consumers.

Dior has launched a new experience via Facebook Messenger called Dior Insider. Similar to other brands' strategies, consumers interested in learning the latest Dior news or who have questions regarding a product can interact with an interactive chatbot software ([see story](#)).



*Gucci's #TFWGucci meme campaign*

Gucci's couture memes

Italian fashion house Gucci is turning a social media trend high class and putting its brand in the epicenter in a campaign for its latest watch line.

Gucci has commissioned a line of its own memes, aligning its high fashion brand with common thoughts that consumers of all types can relate to. Gucci's #TFWGucci campaign, which stands for "that feeling when," is a collection of images that feature Gucci products and imagery with text that will encourage users to share ([see story](#)).



*Promotional image for Jean Paul Gaultier Loves Latin America*

### Jean Paul Gaultier's travel diary

French couture house Jean Paul Gaultier took inspiration from reality television for a personality-driven Web series.

In nine episodes, "JPG Loves Latin America" shares an insider look at the brand's travels to nine countries, documenting the parties, photo shoots and sightseeing. This content campaign leans on the over-the-top celebrity of the brand's eponymous founder to carry the narrative ([see story](#)).



*Image courtesy of Marc Jacobs*

### Marc Jacobs' 1-844-LUV-MARC

U.S. fashion label Marc Jacobs' phone lines were open and consumers were encouraged to dial-in to make all their dreams come true.

For Valentine's Day, Marc Jacobs filmed a collection of vignettes that echo the sex hotline infomercials prevalent during late night television in the 1990s. The majority of Valentine's Day marketing is hyper romantic, and often cliché, but Marc Jacobs' steamy, innuendo-fueled approach may have been a welcomed difference for consumers looking for gift suggestions ([see story](#)).



*Maserati Ghibli Limited Special-Edition*

### Name that Maserati

Italian automaker Maserati gave the power of naming its latest limited-edition vehicle to its fans as part of a social media campaign to make a dramatic release.

Hoping to convey the edginess of the limited-edition model, Maserati is sharing dark and mysterious campaign content regarding its upcoming high-gloss black Ghibli edition. The automaker is employing fans to come up with a name that embodies the new glossy black edition and submit it through social ([see story](#)).



*Nina Ricci's Best Friends campaign*

### Nina Ricci picks best friends over boyfriends

French fashion label Nina Ricci catered its Valentine's Day campaign to those who would rather celebrate with friends to build upon its Nina & Luna fragrance effort.

To celebrate the growing idea of single being chic for Valentine's Day, the label's latest fragrance Luna is being promoted through campaigns that tie it together with its long-standing scent Nina. The campaign celebrates best friends by sharing a wide variety of content online that involves Instagram takeovers, emojis, social contests and GIFs ([see story](#)).



*Chiara Ferragni of Blonde Salad for SK-II's #FaceTheWild*

### SK-II faces the elements

Japanese skincare brand SK-II is putting its products to the test by dropping social influencers into the harshest

conditions found on earth.

Working with National Geographic, SK-II took four celebrities to the world's most extreme environments to demonstrate the efficacy of its skincare products. SK-II's #FaceTheWild Instagram effort brought four celebrities to four extreme climates in different parts of the world. The challenge ranged from freezing temperatures and humidity to the side of a volcano and a barren desert ([see story](#)).



*Swarovski's "Unique Valentine's Day" campaign*

### Swarovski's independent women

Precision-cut crystal maker Swarovski celebrated both romantic and platonic love in an interactive WeChat campaign.

Swarovski's pick your own adventure-style effort allowed consumers to choose a story that most closely reflected their personal plans, whether spending Valentine's Day as part of a couple or single. While Valentine's Day markets heavily to those who are sharing it with a significant other, including this nod to independence may have helped the brand's messaging resonate with a larger audience ([see story](#)).