

MARKETING

Luxury gets in on the joke with April's Fools pranks

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BMW's imagined dDrive technology

By STAFF REPORTS

In honor of April Fools' Day, luxury brands are rolling out faux products and services to get a laugh.

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For the holiday, celebrated April 1, a number of brands shared imaginary launches on social media or through press releases, aiming to amuse their followers. While these reveals will not come to fruition, they enable brands to show off their innovation and dedication to hospitality.

Fool proof

Bloomingdale's debuted a new service in its beauty department that is tailored to man's best friend. Dubbed Bloomingtails, the treatments for pampered pooches supposedly included "canine contouring" and "doggy massages."

A short film to introduce the "pup-up spa" features a suave dog who "barks in 12 different languages."

Bloomingtails introduction

BMW also went to the dogs, giving pooches the opportunity to feel the wind in their hair. A dog bed equipped with dDrive technology includes a fan that can be adjusted to three power modes.

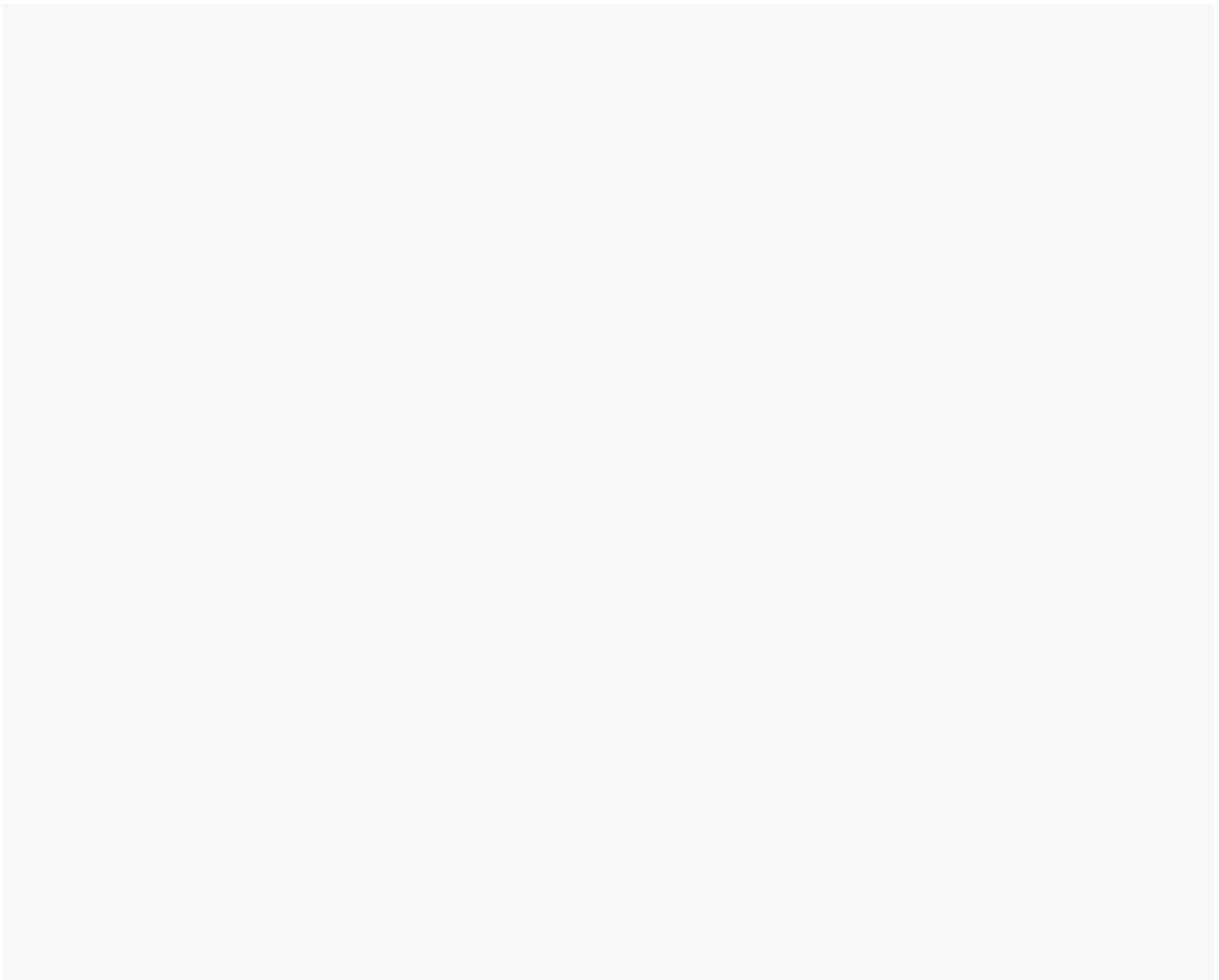
In a mock release, Jack Russell, head of product fabrication, said, "We want everyone to be able to enjoy the sheer driving pleasure of a BMW and so we have taken our innovations in mobility solutions using carbon fiber and TwinPower Turbo technology to provide a product for a brand-new audience. Owners can also feel safe in the knowledge that their canine friends are enjoying the thrill of driving in a BMW without any potential mishaps or damage to the backseats."

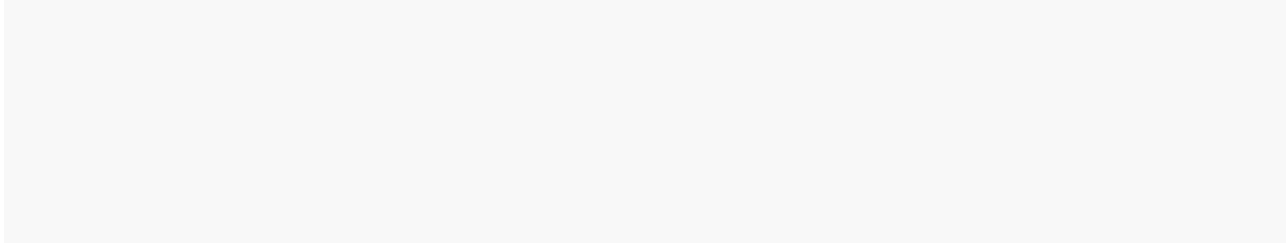
Tag Heuer, which has just released its second generation of Connected smartwatches, decided to go one step further in innovation. In a series of posts, the brand revealed the Tag Heuer pill, which allows a consumer to have the time displayed directly on their wrist.



Tag Heuer pill

Gerard-Perregaux, on the other hand, showcased its dedication to analog timekeeping by joking about its launch of a smartwatch. The imagined press conference to reveal this design was to be held on April 31, a date that does not exist.





On the 1st of April, GP announces the launch of its first smart watch based on the iconic Laureato model. The Press conference will be held in Zurich on the 31st of April, by its CEO Antonio Calce.

A post shared by Girard-Perregaux (@girardperregaux) on Apr 1, 2017 at 1:16am PDT

Toyota Corp.'s Lexus also showed its sense of humor as it debuts an imagined feature aimed at clearing the road ahead.

The automaker unveiled a "Lane Valet" that will shift slow drivers out of the left lane, supposedly making roads safer in the process. While fake technological advances may cause some confusion for the gullible, pranks allow brands to connect with consumers over a shared laugh that goes beyond promotion ([see story](#)).

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