

MARKETING

Top 10 luxury brand social videos of Q1 2017

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Image from Petra Collins' Gucci film

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Multiple platforms have arisen as a pillar for luxury marketers to make a connection with consumers through various tones and formats.

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Luxury brand marketers produced a throng of videos through the first quarter of 2017 to appeal to fans via a range of themes such as comedy, art, classic, noir, celebrity driven and much more. As mobile and online video continues to dominate, brands are finding it easy to connect with consumers and reach a mass audience through these themes.

Here are the top 10 social videos of the third quarter, in alphabetical order:



Christian Louboutin's spring/summer 2017 look book

French footwear and accessories label Christian Louboutin turned consumers into sleuths with a fashionable whodunit.

The brand's "Whatever Happened to Bellofficier?" finds a trio of friends being thrown into a criminal plot, as they become eyewitnesses to a murder. Adding a narrative thread through this look book campaign encourages

consumers to stay tuned and explore more ([see story](#)).



Estée Lauder's Pure Color Envy lipsticks

Beauty marketer Estée Lauder continued efforts to capture the attention of millennial and Gen Z consumers through a new product-centric video series.

Curated video content performs well in the cosmetics space due to the popularity of YouTube beauty bloggers and consumer interest in how-to tutorials that educate on product use and offer tips and style recommendations. Tapping into this strategy, Estée Lauder teamed with Robin Black of Beauty is Boring to create a series of nine videos, which it screened across its social and digital channels on Feb. 10 ([see story](#)).

Italian fashion label Gucci spotlighted its spring/summer 2017 eyewear collection through a personal lens.

In a short film for the brand, photographer Petra Collins created a fantastical story set in Hungary, where she spent her childhood. Part travel diary and part entertainment, the film paints a picture of local living through a whimsical narrative ([see story](#)).



Image from Kenzo's "Club Arc Etemal"

French fashion label Kenzo celebrated equality and exploration through the medium of dance.

The brand's short film "Club Ark Eternal" for its resort and spring/summer 2017 menswear collections looks at nightlife's ability to combat divisiveness tied to sexual oppression, class warfare and racism. With recent tragedies in Orlando, FL and Istanbul, Kenzo believes the nightclub deserves protection, allowing it to continue to be a safe space ([see story](#)).



Lancel's June handbag

Richemont-owned accessories label Lancel focused on the emotional bond between woman and handbag in a playful push for its June collection.

In a series of social films, the brand touts the handbags' multipurpose functionality through etiquette lessons on the do's and don'ts of ownership. Unlike other fashion categories, handbags hold a unique position in a woman's wardrobe, leading to a natural bond that marketers often speak to ([see story](#)).



Promotional image for Lexus' Lane Valet

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

In honor of April Fools' Day, the automaker unveiled a "Lane Valet" that shifts 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](#)).



Miu Miu's Women's Tales Carmen film

Prada's Miu Miu continued its narrative in support of women's issues, with the thirteenth installment of its Women's Tales film series directed by Chlo Sevigny that focuses on comedy.

Stand-up comedienne Carmen Lynch takes the stage in Miu Miu's latest Women's Tales film written in partnership

with herself and Ms. Seigny. The eight-minute film takes a look at Ms. Lynch's day on the road, which is paired with clips from her standup set ([see story](#))



Mr Porter GoPro documentary

Online retailer Mr Porter ushered in the addition of action video camera brand GoPro to its digital shelves with an online documentary that shows off the product's ability.

Mr Porter is building an audience surrounding pro surfer and filmmaker Mikey DeTemple through an online documentary that only used GoPro cameras for filming. The film has promoted Mr Porter's addition of GoPro products to its database ([see story](#)).



Image from Poltrona Frau's "Home Stories"

Italian furniture maker Poltrona Frau focused on the stories that happen around its designs in a series that zooms in on one realistic home.

Told in four parts, "Home Stories" weaves anecdotes about different members of one family, using its pieces as a set rather than the main character. Poltrona Frau made a conscious decision to make the home featured appear lived in and relatable, creating aspiration for its furniture in an environment that does not appear too staged or magazine-perfect ([see story](#)).



Still from Swarovski's film

Precision-cut crystal maker Swarovski paid homage to classic cinema in a nod to its role in the 89th Academy

Awards.

For a decade, the brand has been helping to bring sparkle to the ceremony's stage design at the Dolby Theatre in Los Angeles. Following the live event on Feb. 26, Swarovski created movies of its own, casting ambassador Karlie Kloss as a modern day Audrey Hepburn and Marilyn Monroe ([see story](#)).

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