

MARKETING

Top 10 luxury branding efforts of Q1

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Mercedes A-Class ad featured in "Grow up. Spend time with family."

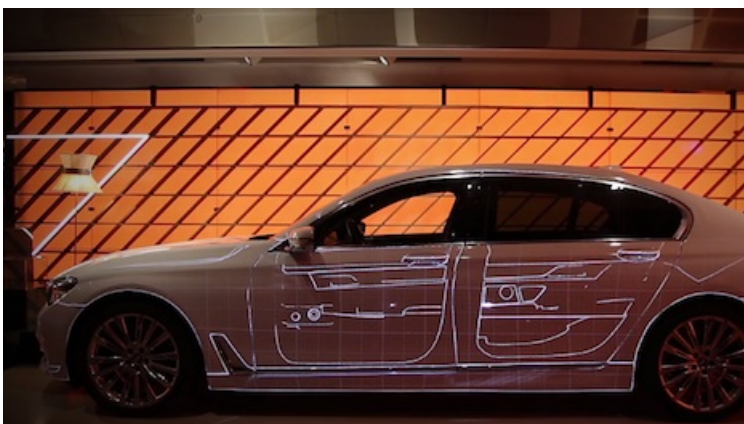
By BRIELLE JAEKEL

Luxury marketers are tapping technology, storytelling and a wide range of other tactics to weave a multichannel brand image.

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Branding efforts exemplified in the first quarter of 2017 showed the value these marketers have for their brands past, present and future. Each initiative focuses on sharing a piece of each individual brand to better connect with their fans and consumers.

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



BMW's 7 Series installation in Munich

German automaker BMW showed off the superior creativity it takes to design its 7 Series model through an innovative installation that projects onto the vehicle itself.

With the idea of telling a story through a new kind of lens, BMW sought to show off the art and technological skill used to create the 7 Series. The installation projects the steps in the 7 Series' design process on the actual vehicle on display at the automaker's exhibition center BMW Welt in Munich ([see story](#)).



Image courtesy of DFS

LVMH-owned travel retailer DFS Group created a space for discovery and participation with the opening The Whiskey House in Hong Kong International Airport.

Within the experiential store, conceived in collaboration with family-owned distiller William Grant & Sons, consumers will be able to peruse 250 whiskies from 50 different brands, as well as take part in a calendar of events that includes weekly tastings. Airports often draw a captive audience of travelers, and the Whiskey House is positioned as more than a place to buy ([see story](#)).



Image courtesy of DFS

LVMH-owned fashion house Fendi courted a millennial audience through a dedicated digital platform that speaks to "freaks."

The brand's F is for Fendi microsite and accompanying social channels are presented as collectively owned vehicles for expression and exploration, with editorial content that covers everything from places to go to personalities. Fendi's outreach to this up-and-coming generation of luxury consumers taps into millennials' favor of experience over things, a message that may resonate more effectively than traditional fashion marketing ([see story](#)).



Jean Paul Gaultier coins for the Monnaie de Paris

French fashion label Jean Paul Gaultier celebrated its heritage through couture coins.

Jean Paul Gaultier worked with Monnaie de Paris on a series of coins bearing hallmarks of his aesthetic. These

limited-edition collector's items are an accessible way for fans of the brand to take home a piece of the label ([see story](#)).



Jenn-Air Connected Wall Oven controlled by Amazon's Alexa

Appliance maker Jenn-Air added voice control capabilities to its wall ovens, furthering its promise to deliver a seamless cooking experience.

Announced at the Architectural Digest Design Show in New York March 16, Jenn-Air's user-friendly voice command feature is powered by a "Skill" application for Amazon's AI device Alexa. Connected homes are the future, and introducing appliances that offer AI assistance and features will keep a brand's cutting-edge position ([see story](#)).



Kinfolk x Lane Crawford exclusive tee

Chinese department store chain Lane Crawford brought Brooklyn-cool to Hong Kong through a collaborative pop-up shop with Kinfolk.

Based in the Williamsburg section of Brooklyn, NY, Kinfolk is a boutique, nightclub and coffee shop all-in-one, with a cult following among locals. The collaboration with Lane Crawford will bring Kinfolk's "international sensibilities and world-class style" overseas for the first time as the brand looks to expand its bricks-and-mortar presence beyond the Wythe Corridor in Williamsburg ([see story](#)).

German automaker Mercedes-Benz put a new spin on cliché advice with its "Grow Up" campaign that features five of its vehicles in five different narratives.

Each story under of the Grow Up moniker features a narrative that plays off an age-old line of advice that many consumers will recognize and related to concept of growing up. The featurettes incorporate Mercedes vehicles into the story, keeping an underlining presence as part of the film, but without a full-blown advertisement ([see story](#)).



Prada 365 campaign for 2017 spring/summer

Italian fashion house Prada reformulated the traditional seasonal advertising campaign with a multifaceted story that shows off its spring/summer collection as varying identities.

Prada, 365 is the designer's new method of imagining a traditional advertising campaign. Instead of just one campaign to last the season, Prada introduced five interpretations of the same story of which content will be released throughout the year ([see story](#)).



Image courtesy of Saks Fifth Avenue

Department store chain Saks Fifth Avenue refined its contemporary offerings by opening the doors to its new speciality store concept, The Collective, in Greenwich, CT.

Although Saks' flagship is in New York, the retailer has turned to nearby Greenwich, an affluent suburb not far from the city, as a testing ground for new in-store strategies. Saks describes The Collective as a prototype for modernizing its contemporary departments at all of its stores across the United States and Canada ([see story](#)).



Sotheby's Masters of Surrealism exhibit, photo by Ian Gavan

Auctioneer Sotheby's brought surrealist masterpieces to life by using virtual reality, further demonstrating technology's place in the art world.

Sotheby's created a 360-degree virtual reality film, viewable on YouTube and heightened through Google Cardboard, that brings viewers within the surrealist paintings included in its March 1 auction in London. Sotheby's Surrealist Art

Evening Sale was held at 8 p.m. GMT/3 p.m. EST, wrapping up its Masters of Surrealism exhibit at the auction house's New Bond Street galleries ([see story](#)).

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