

BLOG

Top 5 brand moments from last week

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Gucci's pre-fall campaign for 2017

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The arrival of spring is prompting a multitude of fashion labels to release their campaigns for the 2017 season in their own unique manner.

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Comedy, superheroes and a scavenger hunt is one of the many tools brands are leveraging to connect with consumers this April. Luxury marketers also flexed their tools to celebrate a wide range of subjects such as diversity, Earth Day and Easter.

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



Inside Fortnum & Mason's Piccadilly flagship

British department store Fortnum & Mason spurred online and in-store browsing leading up to Easter with a thematic scavenger hunt.

From April 10 through April 15, the retailer hid a character it has dubbed the Rarebit Rabbit somewhere in its store or its ecommerce site, asking consumers to locate it for a chance to win prizes. A play on the traditional Welsh dish rarebit served at Fortnum & Mason, this game engaged shoppers while also raising awareness for the store's culinary offerings ([see story](#)).

Italian fashion label Gucci manifested the ethos from a movement in a past decade in a pre-fall campaign that celebrates challenging society's conventions.

Evoking the essence of the underground Northern Soul movement in 1960s England, Gucci's campaign captures dancers in colorful settings, dancehalls and makeshift studios. "Soul Scene" is inspired by Malian artist Malick Sidib's "Made You Look" exhibition at London's Photography Galley about black masculinity and dandyism ([see story](#)).



Video still from Jean Paul Gaultier's "The Sweet Scent of Justice"

French fashion label Jean Paul Gaultier enlisted the crime-fighting prowess of Wonder Woman and Superman in an original narrative with a fragrance focus.

In honor of the limited-edition Classique and Le Male scents bearing the DC character's visages, the brand got into the superhero spirit with an episodic film series modeled after comic books. Associating these scents with the well-known characters enables the brand to tell a new story surrounding the perfumes that originally debuted in the 1990s ([see story](#)).



Image courtesy of Vanity Fair magazine

Department store chain Saks Fifth Avenue demonstrated its sartorial sense in an exclusive partnership with Cond Nast-owned title Vanity Fair.

Each year since its inception in 1940, Vanity Fair has catalogued global style leaders in its International Best-Dressed List. With honorees ranging from Hollywood starlets and models to royalty and heads of state, the International Best-Dressed List has influenced the fashion choices of Vanity Fair readers for more than 75 years ([see story](#)).



Stella McCartney's Clevercare series

Kering-owned Stella McCartney took a comedic look at environmentally-conscious clothing care while highlighting the high-quality and long-lasting clothes the fashion label offers.

The "Clevercare" video series celebrates Earth Day April 22 with tips for how to maintain Stella McCartney clothes and ways to minimize a consumer's carbon footprint. The six-part series takes an unconventional approach for most luxury brands by making the films highly comedic in nature ([see story](#)).

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