

BLOG

## Top 5 brand moments from last week

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*Gucci's new campaign is inspired by 50s sci-fi films*

By STAFF REPORTS

Film is still a strong tool for luxury brands in their ongoing attempt to appeal to affluent consumers, whether that be partnering with Hollywood or creating their own.

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Whether it be through comedy, art, action or drama, luxury marketers have been increasingly incorporating film into their marketing strategies. This past week, film was an even stronger standpoint with brands and themes running the gamut.

Here are the top branding initiatives in alphabetical order:



*Gucci's pre-fall campaign for 2017*

Italian fashion house Gucci has used virtual reality videography to give its pre-fall 2017 collection campaign additional depth.

Titled "Soul scene," the pre-fall 2017 campaign evoked the essence of the underground Northern Soul movement in 1960s England, and features dancers in colorful settings, dance halls and makeshift studios. Soul Scene was inspired by Malian artist Malick Sidib's "Made You Look" exhibition at London's Photography Gallery about black masculinity and dandyism ([see story](#)).

Kering-owned Italian fashion house Gucci is taking a somewhat strange, sci-fi approach for its latest marketing campaign with a series of short "casting call" videos featuring aliens and weird creatures.

The videos are short and show actors auditioning in front of a neon green screen in outlandish alien costumes. The campaign promotes the house's upcoming fall/winter 2017 effort ([see story](#)).



Toyota Corp.'s Lexus teamed with French crystal-maker Baccarat to show off its vehicles' high-quality performance and precision with its latest vignette.

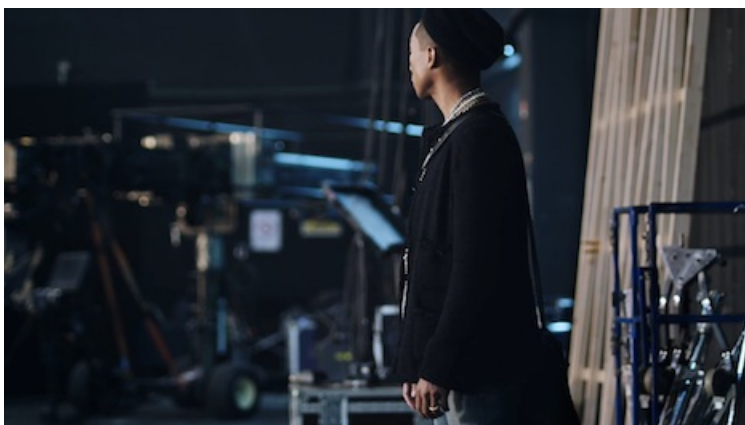
"The Crystal Gauntlet" with Baccarat is the latest video from Lexus and shows off the automaker's GS F, RC F and LC 500 models, driven by drift world champion Rhys Millen and drivers he has personally selected. The film heightens the drama with stunt driving in a room of Baccarat crystal ([see story](#)).



*Mr Porter's promotional image for the Kingsman line*

Online men's retailer Mr Porter has gone from costume to collection for its second partnership with the forthcoming film "Kingsman: The Golden Circle."

In 2015, Mr Porter explored its British sartorial roots through a capsule collection and content hub influenced by the feature film, "Kingsman: The Secret Service," the first film in the British spy franchise, Kingsman. Launched to coincide with London Collections: Men, Mr Porter's Kingsman 2015 capsule collection celebrated the "classic British gentleman's wardrobe" ([see story](#)).



*Chanel's latest video uses a man to market what is traditionally a women's product*

French atelier Chanel's latest campaign took a rebellious stance on gender norms by selecting music producer Pharrell Williams as the face of the new Gabrielle handbag style.

Pharrell has worked with the brand before, but this is the first time Chanel has made him an ambassador for a handbag. In doing so, Chanel is expanding the notions of how luxury brands can market traditionally gendered products such as handbags to consumers outside the expected demographic ([see story](#)).

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