

BLOG

Top 5 brand moments from last week

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Balenciaga's Madison Avenue store is designed to resemble a production facility. Image courtesy of Balenciaga

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Luxury marketers are often aligning their brands with celebrities, iconic persons and important themes to exude a specific image.

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This past week, a multitude of brands took on this strategy to pinpoint a very clear marketing representation, although not all celebrities are human. Vignettes, social media and new store openings topped the list in what luxury marketers are doing to appeal to consumers.



Audi S5 sportback. Image credit: Audi

German automaker Audi likened its vehicles to a Triple Crown racehorse in its latest spot promoting the new S5 Sportback.

Audi looked to director Marc Foster, known for "Monster's Ball" and "Finding Neverland," to produce the video. The iconic racehorse, Secretariat, makes an appearance in the spot to help show off the power of the S5 Sportback ([see story](#)).

Kering-owned label Balenciaga brought its new store concept to New York's Upper East Side with the opening of a

new Madison Avenue boutique.

The 1,800-square-foot store at 840 Madison reflects creative director Demna Gvasalia's minimalist, industrial approach to the house. Prior to this opening, Balenciaga's store presence in New York was concentrated downtown, making this additional point of sale an opportunity to expand its reach ([see story](#)).



Chanel's latest Gabrielle film stars Willow Smith. Image credit: Chanel

French fashion house Chanel continued the marketing blitz around its Gabrielle bag with another short film starring a young starlet.

Chanel recruited actress/singer Willow Smith for a jaunt through Tokyo and its suburbs in a quiet effort that has a travelogue feel. The film follows Ms. Smith as she explores various environments in Tokyo accompanied by her ever-present Gabrielle bag, shown in a number of styles throughout the effort ([see story](#)).



The new video campaign for Baby Dior markets kids clothes but is focused on the adults who will pay for them. Image credit: Dior

French apparel and accessories brand Christian Dior kept the focus on children while actively targeting parents' wallets with a new video campaign for its autumn/winter 2017-2018 Baby Dior collection.

In a pair of videos, Dior debuted its new Baby Dior collection in a playful, fun environment while keeping many of the standard tropes of luxury video campaigns in an attempt to make the clothing appealing for both children and parents. When marketing children's clothes, it is still the parents who ultimately make the purchase, so striking a balance is necessary ([see story](#)).



Nordstrom sponsors this year's Red Carpet for the Tony's Awards. Image credit: Nordstrom

Department store chain Nordstrom turned its social media presence and online content site into a one-stop-shop for all things Tony related in honor of its renewed sponsorship.

Nordstrom returned for the third time as the red carpet sponsor for the Tony Awards ceremony that celebrates Broadway. The department store shared a range of behind-the-scenes content as well as fashion news leading up to and during the televised event ([see story](#)).

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