

BLOG

## Top 5 brand moments from last week

July 3, 2017



Paris-based JonOne is the latest Hennessy V.S artist collaborator. Image courtesy of Hennessy

By BRIELLE JAEKEL

Film and social media are tools that all brands leverage in the hopes of attracting consumers, but luxury marketers are known for taking these traditional tropes and putting a unique spin on them.

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Last week, art and installations continued to be a common tool for luxury marketers hoping to stand a part. A unique film campaign, a Lego exhibit, an interesting take on a selfie campaign are just a few of the ways luxury brands looked to appeal to affluents.

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



Illustration for Gucci's WonderFactory fairy tale. Image credit: Gucci

Italian fashion house Gucci recounted the whimsical adventures of the animals that work at the Wonder Factory where its Les Marchdes Merveilles jewelry is created.

Through in-store window displays, illustrations shared to Instagram and Web site editorials, Gucci promoted its Les Marchdes Merveilles fine jewelry collection by taking a fairy tale approach. The Les Marchdes Merveilles collection features rings, charms and pendants in the shape of Gucci animals such as the lion and snake ([see story](#)).

LVMH-owned cognac maker Hennessy is bringing color to the mix for the seventh annual Hennessy Very Special

Limited-Edition bottle for 2017.

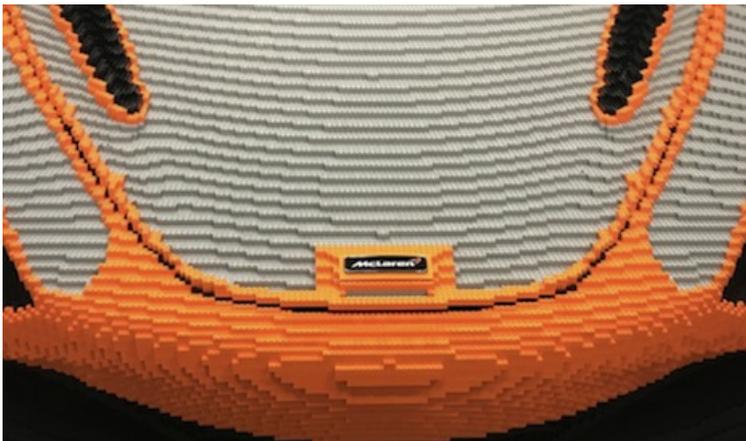
Each year, Hennessy aligns itself with internationally renowned artists to design the label of its V.S cognac bottle. Launching in July, and distributed to nearly 50 global markets, the 2017 Hennessy V.S limited-edition bottle will feature artwork by artist JonOne, following 2016's collaboration with tattoo artist Scott Campbell ([see story](#)).



*Jean Paul Gaultier's short video series uses the visual language of illicit scandal videos. Image credit: Jean Paul Gaultier*

French fashion label Jean Paul Gaultier promoted its latest fragrance, Scandal, with a voyeuristic paparazzi-themed campaign on social media.

The posts for the brand's new fragrance include short videos filmed in a lo-fi way mimicking the look of a hastily shot cellphone camera video. The campaign's concept is to ape the style of edgy, unsanctioned videos shot in private to emphasize the more dangerous aspects of the brand ([see story](#)).



*Life-sized McLaren LEGO replica*

British automaker McLaren made its presence known at the Goodwood Festival of Speed June 29 to July 2 by inviting attendees to build a McLaren, but with a twist.

Expanding on its existing relationship with toy brick maker Lego, McLaren transported a life-sized version of its 720S to the festival. However, the Lego supercar arrived incomplete and festival-goers were able to help assemble it throughout the event at McLaren's stand ([see story](#)).



*A Dolce & Gabbana scarf sold by Yoox, as seen in augmented reality. Image credit: Yoox*

Online retailer Yoox took shoppable selfies with the help of augmented reality.

Yoox has partnered with augmented reality application Lumyer to animate its followers' selfies. Applicable for both photos and videos, the Lumyer app adds unique effects through the use of lenses, similar to the interactive filters available on Snapchat ([see story](#)).

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