

APPAREL AND ACCESSORIES

## Top 10 apparel and accessories efforts of H1

July 19, 2017



*Image from Prada's spring/summer 2017 campaign. Image credit: Prada*

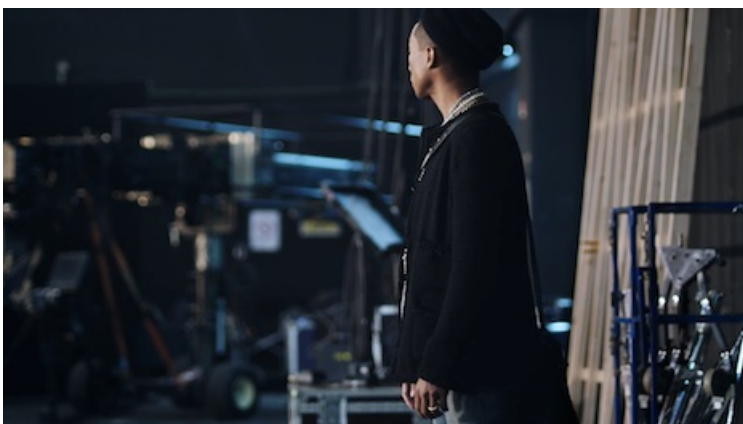
By SARAH JONES

As fashion brands seek millennials' attention, they are innovating their product design, marketing and retail strategies.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

From choosing more sustainable fabrics to establishing a content hub designed specifically for the Generation Y set, labels are catering to a younger crowd. Despite this appeal to an up-and-coming consumer, traditional mediums such as out of home placements and phone calls made a reappearance in the first half of the year.

Here are the top 10 apparel and accessories efforts from the first half of 2017, in alphabetical order:



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

Chanel's ode to Gabrielle

Throughout the first half of the year, Chanel rolled out a multipronged campaign for its new Gabrielle handbag, named for its eponymous founder.

The label cast a diverse group of individuals, from Kristen Stewart and Cara Delevingne to Willow Smith and

Caroline de Maigret, to front a series of films, proving that the style fits a number of personalities. Transcending the conventional, Chanel also tapped male pop stars Pharrell Williams and G-Dragon to star in their own videos, showing that the handbag has no gender bounds ([see story](#)).



*Domenico Dolce and Stefano Gabbana during the brand's pretend protest. Image credit: Dolce & Gabbana*

### Dolce & Gabbana's fashion protest

Italian fashion house Dolce & Gabbana staged a protest of its own brand after numerous negative press occasions.

The Italian brand has occasionally found itself under fire for not taking a politically correct positioning to its marketing and merchandising. Eyebrows have been raised based on Dolce & Gabbana's namesake designer's personal opinions, comments on body image and who wears the brand's clothing ([see story](#)).



*Image from F is for Fendi Instagram. Image credit: Fendi*

### Fendi's millennial media

LVMH-owned fashion house Fendi is courting 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](#)).



*Citrus fruit can be transformed into a silk-like twill. Photo courtesy of Ferragamo*

## Ferragamo picks oranges

Italian fashion house Salvatore Ferragamo demonstrated its dedication to sustainability with the first apparel collection created from fabric derived from citrus fruits.

Ferragamo's Orange Fiber Collection is a project rooted in sustainability and innovation, and was released ahead of international Earth Day celebrations April 22. Using Orange Fiber, a patent with "an all-Italian soul," Ferragamo designed a capsule of exclusive prints using the citrus fruit fabric ([see story](#)).



*Gucci's mural in SoHo. Image courtesy of Colossal Wall + Gucci*

## Gucci wall art

Italy's Gucci is celebrating the almost-forgotten art form of hand-painted outdoor advertising with a number of murals.

Kicking off the Gucci Art Wall project was a mural of San Francisco-based illustrator Jayde Fish's "Hermit," which took six days for Colossal Media to paint on a wall in New York's SoHo neighborhood. This first art piece coincided with New York Fashion Week in February ([see story](#)).

Gucci has since collaborated with other artists, such as British illustrator Angelica Hicks, whose #GucciGeek collaboration included two murals and a limited-edition collection of T-shirts ([see story](#)).



*Hermismatic pop-up shop. Image credit: Hems*

## Herms does luxury laundry

French leather goods maker Herms brought its pop-up laundromat to New York's Meatpacking District in May.

Launched in 2016, Herms' Hermismatic celebrates the 80th anniversary of its signature silk scarves, offering a chance for owners to give their own scarves some TLC. The Hermismatic pop-ups were originally placed in Strasbourg, Germany; Amsterdam; Munich and Kyoto, Japan before making their way to Dubai, United Arab Emirates earlier this year

This branded laundromat has on-site washing machines that will rinse the pre-owned scarves in either a pink or blue dye to give the silks a refresh. A dip-dye process is also available. A dryer then is used to soften the silks, which may have become tough from use ([see story](#)).





*Huntsman customers can now get suits delivered straight to their door. Image credit: Huntsman*

### Huntsman brings the tailor home

British menswear label Huntsman Savile Row extended the traditionally in-store tailor experience to customers' homes with a new service.

The brand partnered with Toshi, a fashion technology company, to allow customers to get their suits hand-delivered to them along with alternate sizes and other luxury assistant services. This move is a response to the growing mobilization and digitization of the retail experience ([see story](#)).



*Marc Jacobs' 1-800-LUV-MARC campaign. Image credit: Marc Jacobs*

### Marc Jacobs' Valentine's hotline

U.S. fashion label Marc Jacobs' phone lines are open and consumers are encouraged to dial-in to make all their dreams come true.

For Valentine's Day, Marc Jacobs has filmed a collection of vignettes that echo the sex hotline infomercials prevalent during late night television in the 1990s. The majority of Valentine's Day marketing is hyper romantic, and often cliché, but Marc Jacobs' steamy, innuendo-fueled approach may be a welcomed difference for consumers looking for gift suggestions ([see story](#)).



*Magnum x Moschino campaign image. Image credit: Moschino*

### Moschino takes a bite out of Cannes

Italian fashion label Moschino dared consumers to embrace their wilder side in a collaboration with ice cream

maker Magnum.

Tapping into a shared bold perspective, the partners teamed up to market Magnum's double-dipped ice cream bars with a high-fashion approach. Launching during the Cannes International Film Festival, the "Unleash Your Wild Side" campaign spans a short film and activations during the festival, giving both partners a platform to reach an affluent, entertainment industry audience ([see story](#)).



*Prada 365 campaign for 2017 spring/summer. Image credit: Prada*

### Prada's year-round ads

Italian fashion house Prada reformulated the traditional seasonal advertising campaign with a multifaceted story that showed 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 has introduced five interpretations of the same story of which content will be released throughout the year ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.