

MARKETING

## Top 10 luxury brand social videos of Q2 2017

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*#CastMeMarc for Marc Jacobs Beauty. Image credit: Marc Jacobs*

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Luxury's ties to the art world have often translated into promotional films that are evocative and aesthetically appealing, creating a unique style of video marketing.

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From music videos to slices of life to documentaries, luxury marketers have been continuously expanding the types of films they put out in support of their latest collections. Many of these brands have blurred the lines between a video that serves a marketing purpose and one that stands on its own as something watchable for its own sake.

Here are the top 10 video moments of Q2 2017, in alphabetical order:



*The Panthre de Cartier watch. Image credit: Cartier*

French jeweler Cartier put Academy Award-winning director Sofia Coppola behind the lens for the relaunched of the Panthre watch.

During this year's Salon International de la Haute Horlogerie in Geneva, Cartier announced that it would be reviving the 1980s' classic, the Panthre de Cartier women's wristwatch. Originally released in 1983, Cartier ceased

production of the timepiece in 2004, but consumer demand has led the Richemont-owned jeweler to return the watch to market ([see story](#)).



*Chanel's Gabrielle animated video. Image credit: Chanel*

French fashion house Chanel reimagined typical branded videos to promote new products with a film illustration featuring a well-known face.

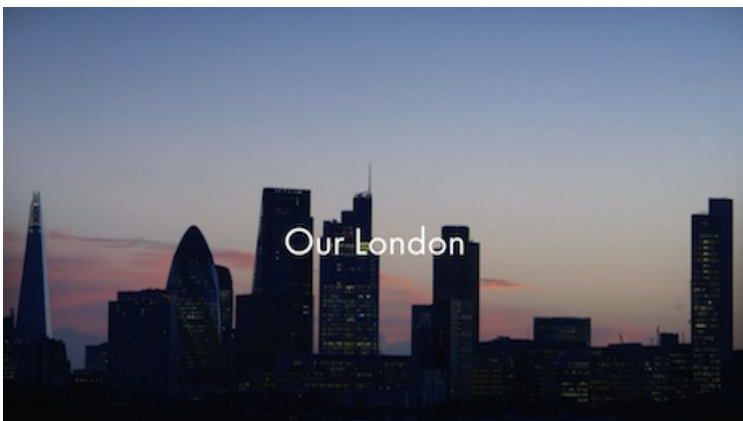
For its latest bag "Gabrielle," Chanel painted a branded picture of popular model and actress Cara Delevingne in a film. The animated film is a unique interpretation of advertising, which Chanel is using to promote the bag named after its founder ([see story](#)).



*Image from Dior's fall/winter 2017-18 ad campaign. Image credit: Dior*

French fashion label Christian Dior retraced the aesthetics of previous decades to mark a milestone for its menswear designer.

Feting designer Kris Van Assche's 10th anniversary at the helm of Dior Homme, the advertising campaign for the fall/winter 2017-18 collection mixes faces of different generations, reflective of the designer's tenure at the house. Through a look at club culture, Dior Homme aims to show not only where it has been stylistically, but also where it is going ([see story](#)).



*Dunhill's Our London campaign examines the city from the perspective of four residents. Image credit: dunhill*

British menswear and leather goods brand dunhill celebrated the city of its birth, London, with four short films

chronicling the lives of four local men.

Each short film delves into the men's lives and how dunhill fits in with their aesthetic. Customers can then shop the looks seen in the videos for an easy connection between advertising and commerce ([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](#)).



*Land Rover's "Serenity in Storm" video. Image credit: Land Rover*

Land Rover took consumers on an adventure, explored on a multitude of channels, with a television spot supported by live social video and virtual reality for a new design.

The new 2017 Discovery from Land Rover is being revealed through a multi-platform campaign that brings users in on its adventure. The Land Rover BAR sailing team and television personality Josh Gates show off a wide range of travel adventures as well as the new Discovery ([see story](#)).

U.S. fashion label Marc Jacobs has named the finalists of its casting call to find the brand's next beauty ambassador.

Launched in November 2016, Marc Jacobs turned to its social audience in the Cast Me Marc effort that relied on the brand's community of followers to source a brand ambassador. As Gen Z consumers move up in the ranks, brands are beginning to formulate efforts in response to the demographic's penchant for video tutorials produced by amateur influencers ([see story](#)).



*Prada Accessories uses a light touch to sell its products. Image credit: Prada*

Italian fashion house Prada promoted its latest line of accessories with a new video series shared on Instagram. The short videos provide a naturalistic, detailed look at some of Prada's most popular accessories. The series is shot in the manner of a montage, with close up looks at a woman's hands as she completes various small tasks around and outside a home, modestly showcasing Prada accessories and clothing in each shot ([see story](#)).



*"Something Extraordinary" follows a group of kids on an adventure. Image credit: Roberto Cavalli*

Italian fashion label Roberto Cavalli drew attention to its latest fall/winter junior's collection with a short film chronicling the nostalgic adventure of a group of children.

The film, titled "Something Extraordinary," follows a group of children searching for a hidden treasure. The light-hearted and adventurous tone is meant to support the playful and independent feel of the new children's wear collection debuting this season ([see story](#)).



*Valentino menswear fall/winter 2017 stills were taken by David Bailey. Image credit: Valentino*

Italian fashion house Valentino reminded consumers to not jump to conclusions about bands of young men walking the city streets.

In a looks can be deceiving-type effort, Valentino's fall/winter 2017 menswear collection campaign follows a group of millennial-aged men as they walk the streets of London. While their intentions are unknown at the campaign video's start, Valentino's fall/winter 2017 effort ends on a heartwarming note of fun and kindness ([see story](#)).

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