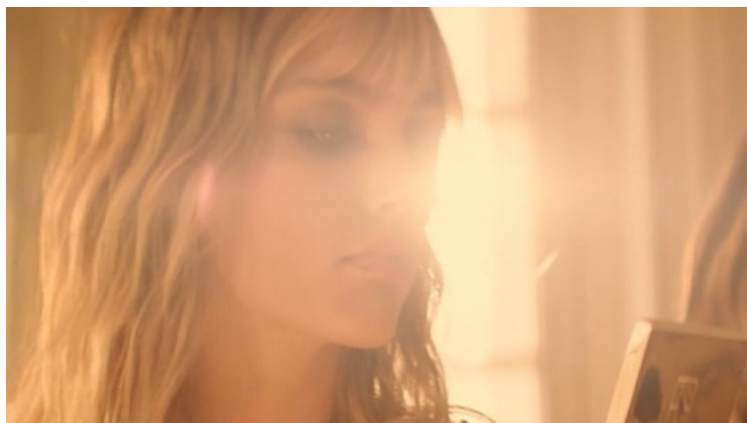


MARKETING

Top 10 luxury social efforts of Q2 2017

July 27, 2017



Staz Lindes for YSL Beauty. Image credit: YSL Beauty

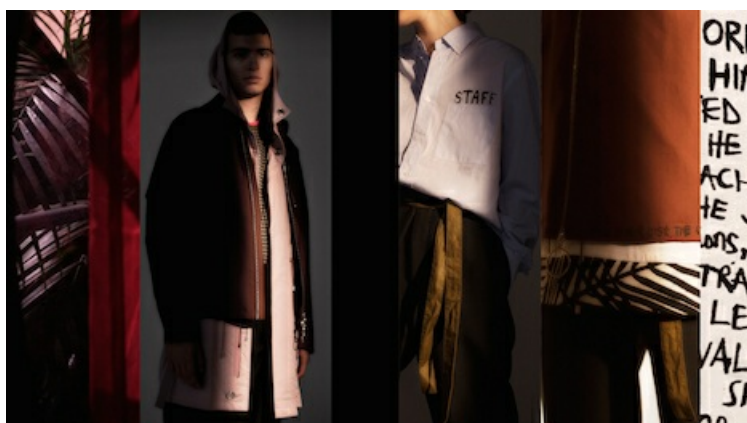
By BRIELLE JAEKEL

Social media remains a mainstay within the successful marketing campaigns of luxury brands looking to connect with today's consumers.

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Those that incorporate interactive elements that make consumers a part of the conversation stand out amongst the onslaught of content. Brands that bring their digital efforts into the real world, requiring consumers to complete an action, make an even bigger impact.

Here are the top 10 social efforts of the Q2 2017, in alphabetical order:



OAMC designs

Department store chain Barneys New York's menswear team tapped Instagram as a platform for designer discovery.

Guided by the social network's visual medium, the buying team has uncovered a number of "buzz-worthy" labels outside of the traditional showroom environment. Taking the social media approach a step further, Barneys' buying team used Instagram's messaging feature to make first introductions and negotiate wholesale purchases ([see more](#)).



Semaine's "The Full English" for Chlo. Image credit: Semaine

In honor of its newly opened London boutique, fashion label Chlo proved that its free-spirited ambassadors extend beyond its native France.

The short film "The Full English" depicts chance meetings at a London greasy spoon following a night of partying, with actors portraying the range of women who could all be considered "Chlo girls." Beyond serving as a promotion of the brand's increasing presence in the British city, this effort serves as a guide to living a Chlo lifestyle in London ([see more](#)).



Melina Matsoukas in Dior fall 2017 for Bergdorf Goodman. Image credit: Tyler Joe for Bergdorf Goodman

French fashion house Christian Dior stepped into New York retailer Bergdorf Goodman's online store for an exclusive pop-up shop.

Between June 7-28 Bergdorf Goodman hosted the "J'Adior Dior Shoes" online pop-up where the department store promoted the French atelier's fall 2017 footwear collection. To attract virtual passersby, Bergdorf Goodman structured an influencer campaign with four women with strong social media followings ([see more](#)).



Estée Lauder's Pure ColorLove lipsticks. Image credit Estée Lauder

LVMH-owned travel retailer DFS teamed with beauty marketer Estée Lauder to transform fans into influencers with an omnichannel initiative.

The #BeautyAllNight campaign May 1-31 brought together in-store activations with digital touchpoints via Chinese

messaging platform WeChat. Beauty marketers have embraced technology-enabled efforts to enhance traditional counter trials and experiences with great success ([see more](#)).



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 featured rings, charms and pendants in the shape of Gucci animals such as the lion and snake ([see more](#)).



Video still from Jean Paul Gaultier's "The Sweet Scent of Justice"

French fashion label Jean Paul Gaultier enlisted the crime-fighting prowess of Wonder Woman and Superman in an original narrative with a fragrance focus.

In honor of the limited-edition Classique and Le Male scents bearing the DC character's visages, the brand got into the superhero spirit with an episodic film series modeled after comic books. Associating these scents with the well-known characters enables the brand to tell a new story surrounding the perfumes that originally debuted in the 1990s ([see more](#)).

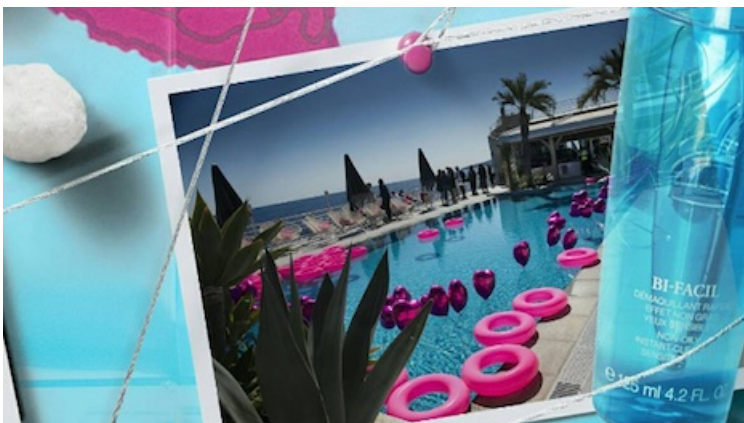


Image from Lancme's Monsieur Big campaign

Beauty marketer Lancme was on the hunt for a mysterious man in the French Riviera to promote a personified

product line.

The brand invited a handful of influencers to the Cte d'Azur in search of Monsieur Big, sharing clues as to the character's whereabouts and personality in a string of Instagram posts. The playful effort left the follower in suspense, encouraging repeat interactions with the brand's account ([see more](#)).



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

U.S. fashion label Marc Jacobs 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 more](#)).



Rosewood is looking to be the source of conversations on travel. Image credit: Rosewood

Hospitality group Rosewood Hotels and Resorts further established its authority on all things travel with an assortment of in-the-know influencers via a new content hub.

"Rosewood Conversations" is an online destination aimed to create a community for those interested in luxury travel. The content hub will feature weekly features from celebrities and experts, shared as well on social media ([see more](#)).

YSL Beauty leveraged user behavior by encouraging its Instagram community to "tag a friend" to expand the reach of its latest social media campaign.

In the party-themed "About Last Night," social influencer and Instagram-famous model Staz Lindes was shown in a nightclub setting surrounded by fellow revelers. Hoping to build awareness among her more than 72,000 followers, YSL Beauty introduced Ms. Lindes, the daughter of Dire Straits' guitarist Hal Lindes, as a social media ambassador at the start of the new year ([see more](#)).