

MARKETING

Top 10 luxury branding efforts of Q2 2017

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Stella McCartney's Clevercare series. Image credit: Stella McCartney

By JEN KING

In the second quarter of 2017, luxury marketers took to leveraging societal topics, such as political correctness and sustainability, to link brand messaging with high-end product offerings.

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The top 10 branding efforts saw marketers tackle difficult subjects while others explored what type of item is appropriate for what kind of consumer. In addition to issue-driven angles, branding efforts for the quarter took into consideration heritage and how what a brand stands for is ingrained in its goods and all goods and communications.

Here are the top 10 branding efforts from the second quarter of 2017, in alphabetical order:



Cartier's Juste un Clou bracelet. Image credit: Cartier

Cartier gets contemporary

French jeweler Cartier reimaged its classic Juste un Clou collection for the modern era through a series that brings the 1970s style into the 21st century.

The collection is comprised of a series of necklaces, bracelets, rings and other assorted pieces all made in the shape of a bent nail. The accompanying video series uses a frenetic barrage of 21st century imagery to cement the

collection's modernist approach ([see story](#)).



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

Chanel tackles gender norms

French atelier Chanel took a rebellious stance on gender norms by selecting music producer Pharrell Williams as the face of the new Gabrielle handbag style.

Pharrell has worked with the brand before, but this is the first time Chanel has made him an ambassador for a handbag. In doing so, Chanel is expanding the notions of how luxury brands can market traditionally gendered products such as handbags to consumers outside the expected demographic ([see story](#)).



Dior Eau Sauvage Parfum campaign. Image credit: Dior

Dior leans on vintage appeal

French couture house Christian Dior reinvented a classic cologne by playing into the scent's half-century of history.

To market the new version of Eau Sauvage, a scent first introduced in 1966, Dior has looked back to a feature film with a similar vintage. While luxury often feels a pressure to modernize its image, a sense of heritage is a major selling point for buyers of all generations ([see story](#)).



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

Dolce & Gabbana vs. political correctness

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](#)).



"LR100 Rinascente: Stories of Innovation" exhibit. Image credit of La Rinascente

La Rinascente turns 100

Italian department store la Rinascente marked its 100-year milestone with a look at how its own story is linked with the broader history of Milan.

The retailer staged a retrospective at the Palazzo Reale that focused on the culture and fashions in Milan over the last century. Titled "LR100 Rinascente: Stories of Innovation," the exhibit investigated the impact that the store had on establishing Milan's central position in the fashion industry ([see story](#)).

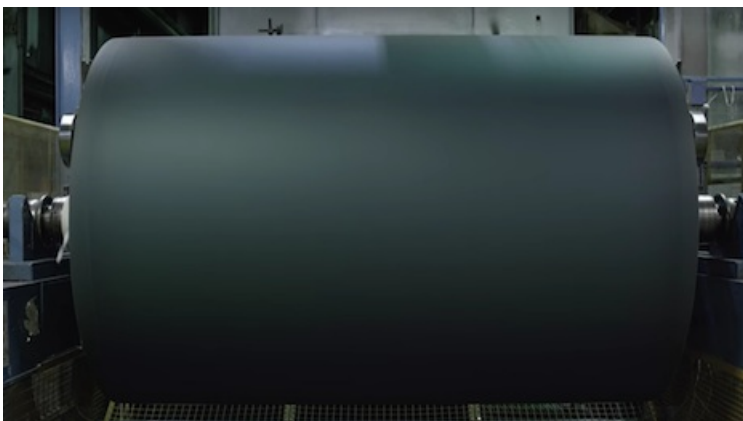


JD's white glove service. Image credit: JD

JD.com puts on its gloves

Chinese ecommerce giant JD.com is giving the online luxury shopping experience a more personal touch.

For its JD Luxury Express, the retailer has trained a special team of employees, who will shuttle luxury purchases to consumers' doors in style. Designed to more closely replicate the individualized experience expected from bricks-and-mortar stores, JD's service aims to ensure that luxury products are handled in a manner that reflects the brand ([see story](#)).



A large roll of Mulberry Green packaging paper. Image credit: Mulberry

Mulberry goes green

British apparel and accessories brand Mulberry released a short film commemorating the brand's iconic color and the process of creating what it calls Mulberry Green.

A take on traditional British racing green, Mulberry Green is the brand's signature color and a key part of its brand identity. The latest short film from Mulberry celebrates the craftsmen who make this color, the legacy behind it and the man who helped inspire it, Mulberry's founder, Roger Saul ([see story](#)).



Video still of the Rolls-Royce Dawn Black Badge model. Image courtesy of Rolls-Royce

Rolls-Royce adds to Black Badge

Due to positive consumer demand, British automaker Rolls-Royce Motor Cars is extending its Black Badge series to include a Dawn version of the bespoke model.

Launched in March 2016 with Ghost and Wraith models, the Black Badge series was created to give Rolls-Royce a more "assertive alter-ego" to speak to a younger demographic of affluent automotive enthusiasts. Each Black Badge model, designed by Rolls-Royce's bespoke artisans, has a bold, edgy aesthetic that draws upon an understanding of its discerning clients' lifestyles while also amplifying the automaker's values ([see story](#)).



SK-II's The Expiry Date reinforces that age is just a number. Image courtesy of SK-II

SK-II never expires

Beauty marketer SK-II is exploring the internal and external pressures women face as they mature in its latest global marketing campaign.

SK-II's "The Expiry Date" follows three Asian women as they grow from young girls to women, exploring how they are self-conscious of the "proverbial expiration date" they have been assigned. SK-II's latest advert tackles the social stigmas women face if they are not successful, married or mothers by a particular age, a narrative that plays out across cultures ([see story](#)).

Stella McCartney gets clever

Kering-owned Stella McCartney took a comedic look at environmentally-conscious clothing care while highlighting the high-quality and long-lasting clothes the fashion label offers.

The "Clevercare" video series celebrated Earth Day April 22 with tips for how to maintain Stella McCartney clothes and ways to minimize a consumer's carbon footprint. The six-part series took an unconventional approach for most luxury brands by making the films highly comedic in nature ([see story](#)).

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