

BLOG

Top 5 brand moments from last week

September 25, 2017



Prada Journal is moving away from print and text and towards visuals and images. Image credit: Prada

By STAFF REPORTS

Brands from around the luxury industry are taking a more casual approach to marketing, with multiple campaigns focusing on regular, everyday people or soliciting content from customers and fans.

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

Luxury brands' campaigns are typically emblematic of their exclusive nature, with high production values and impressionistic imagery. But last week, many brands turned to their own fans for inspiration, relying on user-generated content to supplement the campaign's artistic direction.

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



Dolce & Gabbana's Emotioneyes campaign was photographed by the Morelli Brothers. Image credit: Dolce & Gabbana

Italian fashion brand Dolce & Gabbana is learning the art of orecchiette pasta making from a Bari, Italy-based nonna to promote its latest cosmetics line.

Although pasta making and beauty products may not seem to be parallel topics, the coastal Italy setting is on par with much of the brand's marketing which pairs Italian heritage, family and all things Dolce & Gabbana. Using an underlying familial theme enables Dolce & Gabbana's consumers to identify and relate to its marketing, regardless

of a personal Italian heritage ([see story](#)).



Zegna's latest campaign illustrates and animates stories submitted by fans. Image credit: Ermenegildo Zegna

Italian fashion house Ermenegildo Zegna is turning to its customers and fans for inspiration in the latest iteration of its "Defining Moments" campaign.

While previous aspects of this campaign have focused on highly-produced original content from the brand, a new initiative sees Zegna soliciting inspiring personal stories from its fans to be turned into animated shorts. The move is a unique use of user-generated content in an industry known for keeping a tight rein on how it produces its advertising campaigns ([see story](#)).



Ms. Missoni's 20th anniversary campaign also includes a commemorative T-shirt. Image credit: Missoni

Italian fashion house Missoni is continuing its celebration of creative director Angela Missoni's 20th year in her role at the company with a new Instagram series featuring the designer and model Anna Cleveland.

The video series is structured as a series of comical lessons for getting ahead in the fashion world as the two women playfully blow out candles and tease each other. Ms. Missoni took over the company in 1998 from her mother Rosita after the latter stepped down to focus on Missoni's interior design division, Missoni Home ([see story](#)).

Italian fashion label Prada has launched the fourth edition of its Prada Journal project, a multimedia campaign that relies on user-generated content to make up its bulk.

Prada Journal asks fans to send in their own images, whether they are photographs or illustrations, along with text that tells a story. Previous years of Prada Journal have taken a more literary bent, while this year sees the brand moving toward multimedia ([see story](#)).



Valentino's #TokyoDiary included a game of Dance Dance Revolution. Image credit: Valentino

Italian fashion label Valentino is exploring Tokyo with the help of locals through a series of candid scenes.

Following Diary campaigns in both New York and London, the brand has chosen the Japanese city as its latest destination, capturing real people engaging in popular pastimes such as karaoke and video games. As consumers increasingly value authenticity, Valentino's ongoing pared-down efforts cater to this preference by featuring natural interactions ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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