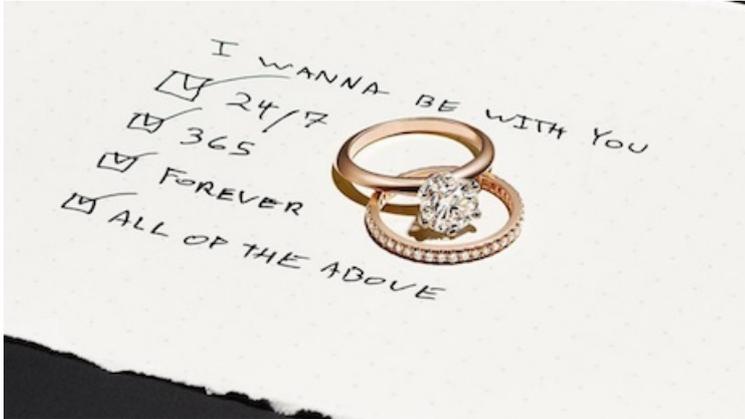


MARKETING

Top 10 luxury social efforts of Q3 2017

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Tiffany started a love note conversation using the hashtag #TiffanyLoveNote. Image credit: Tiffany & Co.

By BRIELLE JAEKEL

Social media is a vital tool that luxury marketers are learning to weave into campaigns for greater visibility and interactive capability.

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Videos and unique imaging tied to a bigger story is a rampant theme with brands on social media. Combining real world and online experiences has made for a dramatic impact on consumers.

Here are the top 10 social efforts of the Q3 2017, in alphabetical order:



British Vogue's Snapcode. Image credit: British Vogue

Conde Nast-owned British Vogue became another of the Vogue-branded magazines to launch on Snapchat Discover as publishers look to amplify their digital efforts.

Vogue pushed a Snapchat Discover strategy across the markets where its publications are present to take its editorial voice from print pages to the mobile content space. Vogue's publisher has invested heavily in digital recently to ensure its titles stay modern and are fluid in an evolving print landscape ([see story](#)).



Guerlain's KissKiss Matte is new for fall 2017. Image credit: Guerlain

Paris-based cosmetics brand Guerlain told how each woman has her own makeup story in a series of films starring international influencers.

Guerlain filmed the KissKiss Matte Stories series to highlight its matte lipstick range of the same name through the lens of relatable figures. Influencer marketing is extremely useful for beauty brands, as consumers in the sector are more likely to take advice from social media-famous voices ([see story](#)).



Screen capture from Fendi's Bag Bug animation. Image courtesy of Fendi

Italian fashion label Fendi took inspiration from its whimsical Bag Bug charms for interactive storytelling.

The house tapped the skip ahead feature on Instagram and Snapchat Stories to let consumers control the Bag Bugs' actions as they look for their "home" on a handbag. This approach to mobile marketing takes away passive viewing, allowing Fendi to potentially work around consumers' shrinking attention spans ([see story](#)).



Louis Vuitton promotes its Connected Watch, Tambour Horizon. Image credit: Louis Vuitton

French fashion label Louis Vuitton took wearers of its latest watch design on a journey, enabling adventure-seekers with a connected experience.

Tambour Horizon is Louis Vuitton's latest connected watch, which combines personalization, fashion and technology together in one design. Louis Vuitton's coinciding campaign is focusing on travel and adventure seeking, as the connected watch itself enables seamless travel ([see story](#)).



Nina Ricci's new fragrance campaign celebrates friendship. Image credit: Nina Ricci

Fashion label Nina Ricci built on its focus of friendship with a special video series that tempts followers to indulge in its fragrances.

Nina Ricci's parfum line, Nina & Luna, was promoted with a fun summer campaign that showed two best friends exploring Paris while embarking on a baking challenge. The "Les Gourmandises de Nina & Luna" video series represented the fragrances as the perfect accessory for the season and as a sweet treat ([see story](#)).



Ralph Lauren's show takes place in an upstate New York garage. Image credit: Ralph Lauren

U.S. lifestyle brand Ralph Lauren weaved an interactive story leading up to its New York Fashion Week presentation through Instagram, intertwining storytelling with see-now, buy-now, as well as behind-the-scenes content.

The designer took on two rising trends in fashion week, hosting its runway presentation outside of New York and focusing on see-now, buy-now. However, Ralph Lauren made a stronger impact with its use of Instagram Stories and unique interpretations of the trends ([see story](#)).

U.S. jeweler Tiffany & Co. posted love notes on Instagram to start an interactive conversation with its community of followers.

In a series of posts shared by the jeweler, Tiffany promoted its engagement jewelry in a way that is relatable to the majority of consumers. By personalizing its efforts with handwritten anecdotes, consumers may relate more to the brand and turn to its jewelry when the time comes to pop the question ([see story](#)).



Vacheron Constantin's first vintage piece to featured in the 222 model. Image credit: Vacheron Constantin

Swiss watchmaker Vacheron Constantin built a community based on the popularity of its vintage timepieces with the launch of a dedicated Instagram account.

Vacheron Constantin's vintage timepiece-themed Instagram account takes its name from the watchmaker's discussion forum, The Hour Lounge. Similar to the passionate haute horlogerie conversations had on its form, Vacheron Constantin's @TheHourLounge Instagram account will give enthusiasts a new platform to discuss and share interest in the brand's vintage timepieces ([see story](#)).



Valentino's film, "Expect the Unexpected" Image credit: Valentino

Italian fashion house Valentino took a unique approach to a film campaign with unscripted footage that surprises its participants.

"Expect the Unexpected" is Valentino's film that stars its Rockstud Spike handbag and uses a common trope seen on social media to grab viewers. Those featured in the video were unaware they were being filmed while it was happening and were pranked by the brand ([see story](#)).



Valentino Tokyo Diary. Image credit: Valentino

Italian fashion label Valentino explored 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](#)).

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