

MARKETING

Top 10 luxury branding efforts of Q3 2017

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

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In the third quarter of 2017, interactiveness was key for luxury marketers looking to put their branding out in the world and make a dramatic impact.

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Marketing efforts that span the real world and the digital world are making a strong impact on consumers, which was prevalent this past quarter. The top 10 branded efforts of this Q3 took this concept into consideration in creating marketing efforts that appealed to the need for experience in consumers.

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



Alexander Wang partners with adidas for Season 2

U.S. fashion label Alexander Wang looked to two contrasting New York subcultures with its new interactive avant-garde campaign.

Rave culture and cycling are the subjects that made up Alexander Wang's video, promoting the return of its partnership with athletic brand adidas. Alexander Wang's adidas campaign offered an interesting twist with an on-the-street retail element, which only took place in New York and introduces a two-way texting element ([see story](#)).



Dom Prignon's Prism is limited-edition and signed by the artist. Image credit: Dom Prignon

LVMH-owned Champagne house Dom Prignon interpreted a phrase said by its namesake Benedictine monk through a commissioned piece of art.

The Champagne brand invited Japanese designer and artist Tokujin Yoshioka to create an artwork using the famous words of Dom Prignon, "I'm drinking stars!" as the prompt. As advocates of the arts, luxury brands often work with contemporary artists to explore brand codes in various mediums ([see story](#)).



BMW LSO Open Air Classics in 2017. Image courtesy of BMW

German automaker BMW Group reaffirmed its commitment to the arts by extending a partnership that brings live music to London for free.

Through a collaboration with the London Symphony Orchestra, BMW presented open air concerts in the British capital for the past six years. Now, the automaker renewed its partnership with the musical group, continuing the effort to introduce classical music to a new audience ([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 took away passive viewing, allowing Fendi to potential work around consumers' shrinking attention spans ([see story](#)).



Huntsman Savile Row's Airstream. Image credit: Huntsman Savile Row

British menswear label Huntsman Savile Row embarked on a cross-country road trip to celebrate its growing presence in the United States.

Following the opening of its expanded New York boutique earlier this summer, the brand outfitted a vintage 1980s Airstream trailer to serve as a mobile fitting room. This tour, took the brand from Chicago to California, will allow the brand to grow beyond its New York location through limited-time appearances ([see story](#)).



Mercedes-Benz's Digital Anticipation feature creates a personal connection between customer and car. Image credit: Mercedes-Benz

German automaker Mercedes-Benz made purchasing a vehicle an even more personal affair with the launch of a new service that lets customers watch their model being built in real-time.

Mercedes' service, called Digital Anticipation, gave customers access to a Web site that will stream the construction of their car over the course of the process. The automaker also released a video series to coincide with the new feature showcasing some of the construction process ([see story](#)).



Moschino teamed with Hasbro's My Little Pony for spring/summer 2018. Image credit: Moschino

Italian fashion house Moschino continued its nostalgia-inspired collaborations to include an apparel and accessories capsule with Hasbro, Inc.'s My Little Pony.

Moschino's creative director Jeremy Scott is known for his incorporation of pop culture into his fashion designs with collections and capsules derived from Barbie, McDonald's, Nintendo, Candy Crush and many others. Mr. Scott's

latest collaborative capsule includes the colorful toy horses with long pastel manes ([see story](#)).

Italian fashion label Prada 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 asked 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](#)).



Stella McCartney's fall/winter 2017 campaign tackled wastefulness. Image credit: Stella McCartney

British fashion label Stella McCartney juxtaposed ready-to-wear and waste in an advertising campaign centered on a sustainable message.

To promote its winter 2017 women's wear collection, the brand photographed its fashions against a backdrop of discarded items, making a point about the current culture of over consumption. An early luxury mover in sustainability, the brand often looks to inspire other labels and consumers to adopt greener habits ([see story](#)).



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

Italian fashion house Ermenegildo Zegna turned 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 saw 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](#)).