

MARKETING

Top 10 luxury brand social videos of Q1 2018

April 2, 2018



Kenzo's "Yo! My Saint" short film. Image credit: Kenzo

By STAFF REPORTS

Luxury audiences are becoming more diverse with each passing year, and luxury brands need to update their advertising campaigns to match.

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The first quarter of 2018 saw a number of brands employ social videos focusing on the perspectives of racial minorities, women, young people and more. These films allow luxury brands to engage with their customers on a deeper level while signaling their commitment to serve people of all backgrounds.

Here are the top 10 video moments of Q1 2018, in alphabetical order:

Italian fashion label Giorgio Armani proved that the right garment can make all the difference in a cinematic project.

Produced by the first class of the Armani/Laboratorio workshops, the short "Una Giacca" tells the story behind one blazer. Jackets helped catapult the Armani label into a multi-billion dollar business, making the article of clothing a fitting main character for a brand film ([see story](#)).

German automaker Audi promoted the launch of its new RS 5 Coupe Audi Sport car with a short film about an old man realizing he still has one more experience left on his bucket list.

The short film was created in collaboration with ad agency Venables Bell & Partners and directed by Martin de Thurah, with a sleek visual style. The short film leans into the aspirational aspect of owning an Audi, positioning the new car as a must-have experience for anyone interested in modern luxury sport cars ([see story](#)).

Italian fashion label Gucci teamed with Cond Nast men's magazine British GQ to highlight the stories of creative individuals.

The second installment of their collaborative series "The Performers" follows five influential men as they travel to a place that shaped them. Rather than one-off articles, today native content partnerships often revolve around ongoing campaigns or series, allowing a brand and publication to make more of an impact ([see story](#)).

Italian fashion house Gucci and online fashion retailer Ssense teamed up for a short documentary chronicling

young creative Elise By Olsen's departure from the magazine she founded as a teenager.

In the short documentary, titled "Youth Mode," Ms. Olsen speaks about the founding of Recens Paper, a magazine by and for young people, and her decision to resign from her position as editor-in-chief. The project shows Gucci and Ssense's willingness to branch out of traditional video content and create more campaigns that can live on their own as standalone films ([see story](#)).

French fashion house Kenzo focused on the relationship between artist and muse in a project that brought together fashion, film and music.

Centered on its spring/summer 2018 collection, Kenzo's "Yo! My Saint" is an artistic collaboration that includes an original song by Karen O, best known as the lead singer of the Yeah Yeah Yeahs. While acting as a marketing effort for this season's designs, Kenzo's project put entertainment ahead of overt product promotion ([see story](#)).

Toyota Corp.'s Lexus took a multicultural approach to marketing its newest model, emphasizing the universal nature of the car and the brand's burgeoning Latin American audience.

The automaker's marketing campaign is for its Lexus RX L and focuses on how the car is suited for long peaceful drives alone or shepherding a large family and friends around town. To reinforce this message, Lexus produced similar short films with different families and in different languages but which focus on the same shared experiences ([see story](#)).

Prada's Miu Miu took an artful approach to the common saying "if these walls could talk" in its latest Women's Tales film created by a popular actress.

"Hello Apartment" is Miu Miu's latest film as part of its Women's Tales and plays on the emotions of what it is like to strike out on one's own as a young girl. The film, directed by Dakota Fanning, follows the ups and downs of a woman moving into her first apartment and all that goes on within ([see story](#)).

British fashion label Stella McCartney marketed its latest menswear collection via a magical plot.

The Kering-owned brand collaborated with photography and directing duo Suzie Q and Leo Siboni for "The Great Newman," a short film that follows a magician's somewhat haphazard audition. The filmmakers took inspiration from the label's sense of humor, aiming to add a touch of comedy to a profession that practitioners take very seriously ([see story](#)).

U.S. jeweler Tiffany & Co. brought together a stable of creative professionals for a series of intimate interviews collected under the #TiffanyT hashtag.

Across seven interviews, subjects from the worlds of art, filmmaking, photography, martial arts and more speak about subjects that are important to them, such as leadership and motherhood. The black-and-white aesthetic and intimate nature of each of the #TiffanyT interviews gives the series a down-to-earth quality that feels honest and not overly produced ([see story](#)).

Italian fashion label Tod's brought together a diverse set of young men from around the world to exemplify some of the core values of the brand.

The Tod's Band campaign sees the brand bringing together seven men from different backgrounds and countries to talk about their personal fashion and philosophies and how they relate to Tod's apparel. The video and photo series is meant to support Tod's idea that its Italian aesthetic is less about being literally in or from Italy and more about a state of mind ([see story](#)).