

MARKETING

## Top 10 luxury branding efforts of Q1 2018

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Gucci's spring summer campaign for 2018 features an interactive art gallery. Image credit: Gucci.

By BRIELLE JAEKEL

Luxury marketers have taken branding efforts beyond simply a refreshed logo or advertising campaign.

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So far this year, luxury brands have stepped up their strategies, making branding efforts more interactive and unique. Taking stances in numerous social causes, using social media in new and challenging ways and producing interactive advertising have been the prolific forces in branding efforts in luxury campaigns.

Here are the top 10 luxury branding efforts of the first quarter of 2018, in alphabetical order:



Balenciaga spring/summer 2018 campaign. Image credit: Balenciaga

French fashion house Balenciaga commented on paparazzi-worthiness of its spring/summer 2018 collection in a new campaign.

For spring/summer 2018, Balenciaga staged a series of photos, taken by France's Agence Bestimage, that show models dodging the flashbulbs of paparazzi's cameras and protected by black-clad bodyguards. Besides the red carpet, luxury fashion brands' collections are viewed on celebrities as they come and go, constantly in the lens of fans and photographers ([see story](#)).



*Canali's lighthearted new film emphasizes its suits' comfort. Image credit: Canali*

Italian menswear brand Canali promoted its latest collection of comfortable, breathable suits with a short film inspired by the high-flying stunts of parkour.

Titled "The Race," the film follows two men wearing Canali's new Impeccable 2.0 suits as they deftly race through the wilderness, the city and other locales to be the first to reach the office. The acrobatic moves performed by the actors are meant to highlight the comfort and flexibility of the brand's new suits ([see story](#)).



*Chanel brings its runway soundtracks to iPhone users' devices. Image credit: Chanel.*

French fashion label Chanel intertwined two artistic outlets to extend the reach of its fashion show.

The house partnered with Apple Music to launch an official playlist. Through this, fans of Chanel can now surround themselves with the feeling of its fashion shows outside of the runway through music ([see story](#)).



*Dior Sauvage Eau de Parfum campaign. Image credit: Dior*

French fashion label Christian Dior headed to the desert for an immersive fragrance effort that focuses on nature.

Dior's marketing push for its Sauvage Eau de Parfum saw Johnny Depp return as the scent's face. Following in the vein of previous promotions for the Sauvage line, the advertising leans on scene setting to translate a sense of smell to a visual medium ([see story](#)).

Italian fashion label Gucci brought its in-store campaign for spring/summer 2018 to life in a move that strongholds the innovative mindset of bringing offline and online together.

Gucci used works of art from Spanish artist Ignasi Monreal to turn its stores around the world into interactive art galleries. Consumers were able to take pieces of the artwork home with them in a variety of ways through Gucci's mobile microsite and various spring/summer initiatives ([see story](#)).



Lexus' 3D "Letters" installation. Image courtesy of Lexus

Toyota Corp.'s Lexus put the focus on its people through a campaign that celebrates the impact its employees had on customers.

The automaker's "Letters" project centered on a visual installation by artist Michael Murphy, which turned clients' letters of gratitude into origami. In a corresponding advertising effort, Lexus looked to make a comparison between the handcraft behind the art piece and its hands-on attention to detail in service ([see story](#)).



Net-A-Porter's film celebrates the 80s theme of 2018 spring. Image credit: Net-A-Porter.

Online retailer Net-A-Porter emphasized its footwear for spring in a nod back to the '80s.

Using the highly relevant song "Walk This Way" by Run DMC, as so many fashion brands have before, Net-A-Porter showed models strutting their stuff and dancing. The song was chosen to celebrate the '80s theme that was so apparent throughout the runway season for 2018 ([see story](#)).



Selfridges' radical luxury window displays to start its campaign. Image credit: Selfridges.

British department store chain Selfridges made it its mission to strengthen the definition of luxury in a society where almost everything can attain the coveted moniker.

Luxury brands are struggling to find themselves in today's climate, where quality goods are easily attainable and countless services and products are deemed as "luxury," even if the item is not on par with the standard, traditional definition of the characteristic. Selfridges feels the word has lost all meaning and is undergoing an investigation to determine what it means to be luxury today ([see story](#)).



*Tamara Mellon took a stand with a new Women's March shirt. Image credit: Tamara Mellon*

U.S. fashion brand Tamara Mellon leveraged its platform for political purposes with a new offer tied to the Women's March on Saturday, Jan. 21.

The 2017 Women's March was the largest single-day protest in U.S. history, with a historic amount of people coming out around the country to demonstrate against President Donald Trump's anti-women policies. Tamara Mellon offered free shirts in exchange for customers snapping a photo of themselves at the 2018 Women's March, making a bold political statement that explicitly involved the brand ([see story](#)).



*Tiffany's Valentine's Day tattoo campaign turns edgy. Image credit: Tiffany & Co.*

U.S. jeweler Tiffany & Co. took on an edgier image for its Valentine's Day marketing, paralleling everlasting love with the permanence of tattoos.

Leading up to the major holiday for all jewelers, Tiffany gave the lovers' celebration, typically seen as cutesy, a renegade makeover. Tiffany leveraged social media and interactive digital elements to allow consumers to send a modern version of a Valentine note ([see story](#)).