

MARKETING

## Top 10 luxury branding efforts of Q2 2018

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*Agnona's fall/winter campaign starred Edie Campbell. Image credit: Agnona*

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A brand is nothing without its image, and that goes doubly so for luxury.

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This past quarter, brands from across the luxury world took their images in new directions, cultivating new identities while playing up connections to their legacies. These branding efforts helped draw in new customers while solidifying the philosophy and values of the houses that created them.

Here are the top 10 branding efforts of Q2 2018, in alphabetical order:

Zegna Group's Agnona debuted its fall/winter 2018 collection campaign with British model Edie Campbell.

The Italian fashion label's campaign is set in London's Holland Park on a chilly autumn day as Ms. Campbell models some of the brand's fall looks. The effort is straightforward in execution, but the inclusion of Ms. Campbell elevates the whole affair ([see story](#)).



*Berluti releases new campaign under Kris Van Assche. Image credit: Berluti*

French menswear house Berluti unveiled a new positioning that takes the brand back to its roots.

For Kris Van Assche's first advertising campaign as Berluti's artistic director, the brand released a black-and-white

still series. The images features three male models who are all nude posing with the label's classic Alessandro oxford shoes draped across their bodies ([see story](#)).



*Diego Maradona is one of many soccer superstars recruited for Hublot's new campaign. Image credit: Hublot*

Ahead of the FIFA World Cup, Swiss watchmaker Hublot celebrated its love of soccer with a new campaign featuring some of the sport's greatest players.

Hublot has recruited legends such as Pel and Diego Maradona as some of the faces of its latest campaign, called "Hublot Loves Football." As the World Cup tournament's arrival became imminent, Hublot hoped to capitalize on one of the most widely watched events in the world ([see story](#)).



*Jose Mourinho is an ambassador for the XF Sportbrake. Image credit: Jaguar*

Jaguar Land Rover recruited soccer legend Jose Mourinho to promote its new Jaguar XF Sportbrake car by surprising a group of schoolchildren while driving it.

Ahead of the FIFA World Cup, which begins June 14, Jaguar asked Mr. Mourinho, fresh off his win at the Europa League last year as the manager of Manchester United, to appear before a group of schoolchildren in the new car. There, he entertained the children, answering their questions about soccer and his thoughts on the World Cup ([see story](#)).



*Lexus has a new campaign, "Performance, Crafted to the Extreme." Image credit: Lexus*

Toyota Corp.'s Lexus gave drivers an inside look at its attention to detail and quality craftsmanship in a marketing campaign for its high-performance vehicles.

For its series called "Performance, Crafted to the Extreme," Lexus teamed up with top drifting and Hollywood stunt driver Rhys Millen and renowned automotive director Ozan Biron for three new spots. With cinematic flair, these short films include a rare inside look at Lexus' factories and the production of the LC 500, RC F and GS F ([see story](#)).



*Longchamp's latest campaign features Kendall Jenner and a horse. Image credit: Longchamp*

For its first major campaign with new ambassador Kendall Jenner, French fashion label Longchamp created a slightly surreal short film starring the popular influencer.

The short film, called "The Encounter" or "Le Recontre" in French, features Ms. Jenner as she runs through the streets of Paris. The campaign was the first major collaboration between Ms. Jenner and Longchamp since she became a brand ambassador ([see story](#)).



*Piaget's pop-up shop in Neiman Marcus; Image credit: Piaget.*

Swiss jeweler Piaget embodied a life well lived in the sunshine through a pop-up in a sunny location.

Taking to Beverly Hills, CA, Piaget hoped to shine in the sun with a pop-up in Neiman Marcus. The jeweler took this time to showcase unique items, which had not been displayed before in the U.S ([see story](#)).



*Cara Delevingne stars in Tag Heuer's wild campaign; Image credit: Tag Heuer.*

LVMH-owned watchmaker Tag Heuer unveiled its full advertising effort shot among lions at a sanctuary in South Africa, months after pulling the campaign.

Supermodel and brand ambassador Cara Delevingne is the subject of Tag Heuer's most recent ad campaign in which she spends time with actual wild animals. A video showing a look at what it took to create the content has been released along with capturing stills to represent the daringness and wildness of its women's line ([see story](#)).



*Leave Him On Red debuts on Instagram TV. Image credit: Tamara Mellon*

Fashion label Tamara Mellon capitalized on female empowerment for a marketing campaign promoting its footwear.

The label's "Leave Him On Red" campaign references the popular idea of leaving someone "on read," meaning when you do not text them back. Both the collection and the marketing campaign rely on using elements of Internet culture as well as popular influencers to bring the message to life through Instagram's new IGTV video hub ([see story](#)).



*YSL Beauty touts its Paris fragrance. Image credit: YSL Beauty.*

France's Yves Saint Laurent Beauty blended cultures in its latest campaign by looking to China to embody the essence of Paris.

Chinese rapper Z. Tao and Chinese actor Weilong Song were recent ambassadors for YSL Beauty's fragrance campaign in which it encourages followers to use one word describe what Paris is to them. A film and a series of supporting content hoped to convey the essence of the City of Lights in a bottle ([see story](#)).