

APPAREL AND ACCESSORIES

Top 10 luxury apparel and accessories efforts of H1

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Moncler tapped Lil Miquela for its Genius effort. Image credit: Moncler

By STAFF REPORTS

Luxury fashion labels are responding to changing consumer behavior by rethinking retail experiences.

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In the first half of 2018, brands experimented with new delivery schedules, design styles and digital engagement tactics aimed at reaching today's shopper. Others got back to their roots with efforts that modernized elements of their heritage.

Here are the top 10 luxury apparel and accessories efforts of the first half of the year, in alphabetical order:



Anya Hindmarch's Chubby Hearts over London is taking over some of the city's landmarks. Image courtesy of Anya Hindmarch

British accessories label Anya Hindmarch penned a playful love letter to London on some of the city's landmarks.

The brand's weeklong "Chubby Hearts over London" project saw helium balloons attached to destinations such as Trafalgar Square and Piccadilly Circus. Timed to coincide with both Valentine's Day and London Fashion Week, the campaign attracted attention as the fashion industry flocked to London ([see story](#)).



Bally Animals are back. Image credit: Bally

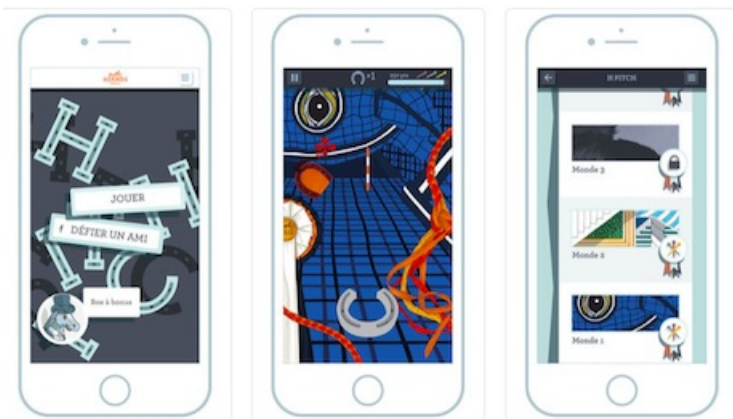
Swiss apparel and accessories label Bally reintroduced an iconic design for today with a streetwear-style launch. Originally introduced in 1991 to celebrate the Swiss federation's 700th anniversary, the Bally Animals design got an update as the motif was placed across ready-to-wear, shoes and accessories. Intended to pay homage to the hip-hop scene of the 1990s that developed out of New York and New Orleans, Bally's collection simultaneously honored its heritage ([see story](#)).



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

Italian fashion label Gucci brought its in-store campaign for spring/summer 2018 to life in a move that strongholded 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](#)).



Herms looks mobile gaming. Image credit: Herms

French leather goods house Herms looked for a ringier via mobile gaming in an effort that aligned with its yearlong mission to connect with consumers in a playful manner.

Each year Herms adopts a theme for its annual branding, and for 2018 it is looking to take on a more whimsical approach with a "Let's Play" moniker. Herms took a literal approach to its playful strategies with a mobile game that

also incorporates its equestrian roots ([see story](#)).



Louis Vuitton is appealing to soccer fans. Image credit: Louis Vuitton

French fashion label Louis Vuitton leveraged its customization capabilities to commemorate the 2018 FIFA World Cup.

For the third time, the brand partnered with the tournament to help safely transport its trophy to Moscow, where the games were held this year. Taking the partnership further, Louis Vuitton also let soccer fans mark the event through a new licensed leather goods collection ([see story](#)).

During the tournament, Louis Vuitton also released iMessage stickers so fans could communicate about the World Cup in a branded fashion ([see story](#)).



Moncler Genius will release eight collections this year. Image credit: Moncler

Outerwear label Moncler unveiled a new design strategy that focuses on creativity and product at a time in which experiential marketing may have overtaken merchandise quality.

Moncler Genius is a new concept replacing the tired seasonal collection strategy with new monthly designs and social media campaigns. Starting off with the opening of its Moncler Genius building, the new idea will focus on partnerships with various collaborators who are the best in their field to enhance the brand's uniqueness ([see story](#)).



Mulberry takes on historic fashion. Image credit: Mulberry.

Fashion label Mulberry manifested its British history with interactive events at a landmark residence to spur

purchases through tangible experience.

"Beyond Heritage" was a series of workshops and presentations on Feb. 17 and 18 at London's iconic Spencer House. The exhibit celebrated the launch of its spring/summer 2018 collection, encouraging sales with a two-way purchasing route ([see story](#)).



The RealReal and Stella McCartney are promoting a circular economy. Image courtesy of The RealReal

In honor of Earth Day, fashion label Stella McCartney and secondhand marketplace The RealReal teamed up to promote more sustainable buying habits.

Expanding on their existing partnership ([see story](#)), the two kicked off a multichannel movement aimed at inspiring consumers to buy higher quality items that can have a lifespan after them. Fashion is a significant contributor to landfills, with the average U.S. consumer discarding 70 pounds of textiles per year, calling for a change toward more mindful consumption ([see story](#)).



Tod's digital pop-up combines editorial content and shopping. Image credit: Tod's

Italian fashion label Tod's partnered with Chinese social network WeChat and influencer Mr. Bags for a digital pop-up shop.

The pop-up combines editorial content with shopping, allowing customers to learn more about the products and their creation before making the purchase directly through WeChat. The collaboration emphasizes not only the importance of ecommerce but also the continued crossover between European luxury and China ([see story](#)).



Valentino is part of Alibaba's Luxury Pavillion. Image credit: Alibaba

Italian fashion house Valentino teamed up with Chinese ecommerce giant Alibaba for a virtual reality retail experience.

The joint effort took the form of a virtual store, which was a representation of a real Valentino pop-up shop that customers could explore in virtual reality. Valentino created the virtual experience to promote its new line of Garavani Candystud bags ([see story](#)).

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