

BLOG

Top 5 brand moments from last week

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Gucci looks to Faye Dunaway and SoKo. Image credit: Gucci

By STAFF REPORTS

Luxury marketers are leveraging influencers in unique ways on a variety of channels.

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This past week, marketers got creative with their use of influencers as well as film themes spanning numerous platforms. Celebrities from the past and future were the faces of some brands, while other labels tapped completely animated spokespeople.

Here are the top five branding moments from last week, in alphabetical order:



Image credit: Audemars Piguet

Swiss watchmaker Audemars Piguet encouraged women to forge their own paths in a futuristic film campaign.

A short video for the brand's Millenary collection follows a woman as she goes against the grain. Instead of showcasing its watches' features, Audemars Piguet uses the film to explain the character of its watches and their wearers ([see story](#)).



Virtual influencer Noonouri stars in a new Buccellati campaign. Image credit: Buccellati

Italian jeweler Buccellati enlisted a popular influencer to showcase the brand's signature honeycomb pattern in a campaign that speaks to the social media generation.

With more than 77,000 Instagram followers, computed-generated avatar Noonouri has a large audience that a number of luxury brands have been interested in reaching. This virtual personality is an unexpected choice of partner for Buccellati, since the more traditional house is tapping into an emerging marketing tactic ([see story](#)).



Dolce & Gabbana's Devotion handbag is the star of media-produced content. Image credit: Dolce & Gabbana

Italian fashion label Dolce & Gabbana promoted its Devotion handbag line with help from magazine media.

In a digital push for the collection, Dolce & Gabbana called in talent from publishing group Cond Nast and Hearst's Elle magazine, asking them to interpret the handbags. As consumers grow increasingly skeptical of advertising, brands are turning to native partnerships for efforts that are less overt ([see story](#)).

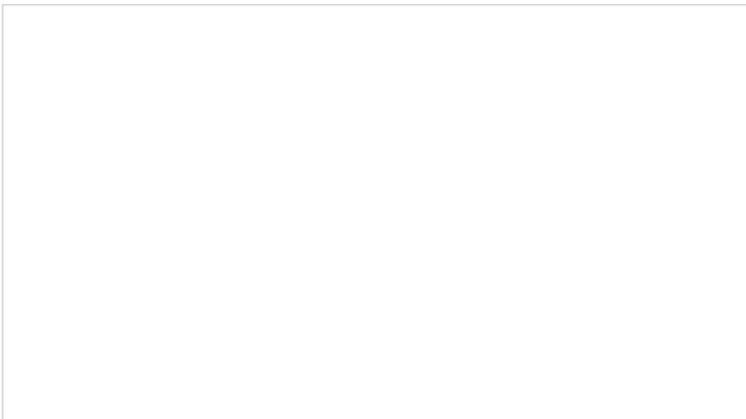


Image credit: Dom Prignon

LVMH-owned Champagne house Dom Prignon examined the power of inspiration in an artistic campaign.

"Inspirations 2018" is an artistic collaboration curated by Frenchmen Benjamin Millepied and Dimitri Chamblas on the behalf of Dom Prignon. The series put the spotlight on the uniqueness of art, instead of overtly drawing attention to the luxury beverage ([see story](#)).

Italian fashion label Gucci took a jump back in time while emphasizing a relationship between mother and daughter

to highlight the lasting appeal of its Sylvie handbag.

In a vignette without spoken word, actress Faye Dunaway along with French singer and actress SoKo play a mother-daughter duo. The film shows Ms. Dunaway spending a lavish day in Hollywood, shown through the eyes of her companion and daughter ([see story](#)).

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