

BLOG

Top 5 brand moments from last week

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Jean Paul Gaultier's #ParisianCliches take a humorous look at stereotypes. Image credit: Jean Paul Gaultier

By STAFF REPORTS

Luxury brands continue to seek out younger consumers with inspirational campaigns that appeal to millennials and Generation Z's ambition and social awareness.

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From an aspirational fashion campaign to a dreamlike look at new electric vehicles, luxury brands looked to establish themselves with the next generation of affluents this past week. Elsewhere, brands shared their identities with behind-the-scenes looks at their craftsmanship or a humorous film series.

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



Hugo Boss' fall/winter 2018 campaign. Image courtesy of Hugo Boss

German fashion label Boss is speaking to the next generation of leaders in an effort that captures the drive to succeed.

The brand's fall/winter 2018 campaign dubbed "The Next Boss" features men and women side-by-side in black-and-white portraits, embodying serious and aspirational characters. Marking a new creative direction for Boss' marketing, the advertising aims to position the brand as a leader ([see story](#)).



Breitling's latest #SquadonaMission is its own watchmakers. Image credit: Breitling

Swiss watchmaker Breitling is turning the camera inside to its manufacturing operations as part of its modern film series that focuses on "squads."

For its latest Squad on a Mission chapter, Breitling is featuring its own watchmakers to give viewers a look behind-the-scenes at the precision and craftsmanship that goes into its timepieces. While many Swiss watchmakers in the past have been slow to take on digital initiatives, Breitling is not only using social media for its series but is also sharing it via Instagram's recently launched platform IGTV ([see story](#)).



House of Creed launches Floralie to celebrate Neiman Marcus. Image credit: House of Creed

Fragrance maker House of Creed is embodying a historic aspect of Neiman Marcus through scent to celebrate their 20-year partnership.

Floralie, House of Creed's newest fragrance, is inspired by the original Neiman Marcus' tradition of including a variety of flowers on the retail floor. To tout the perfume, House of Creed and Neiman Marcus have created a 10-episode series that brings fans inside the fragrance's creation, providing a look at its perfumers through digital experiences ([see story](#)).



Jean Paul Gaultier's #ParisianCliches take a humorous look at stereotypes. Image credit: Jean Paul Gaultier

French fashion label Jean Paul Gaultier is tackling typecasts about residents in its hometown in a string of playful shorts.

"Parisian Clichés" follows a protagonist as she navigates everything from interacting with tourists to getting into a club. By presenting a fashionable yet funny version of Paris, Jean Paul Gaultier is reinforcing its heritage as well as its sense of humor ([see story](#)).



Mercedes is hoping the EQ will appeal to a younger class of buyers. Image credit: Highsnobiety

German automaker Mercedes-Benz is appealing to the next generation of luxury car buyers through a video campaign that touches on the positive impact of its new class of electric vehicles.

The short film, "Moving Forward," is the result of a partnership between Mercedes and online publication Highsnobiety and features a diverse cast of young people. Instead of emphasizing the innovative features of the Concept EQ, the video emphasizes the power younger people hold ([see story](#)).

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