

MARKETING

## Top 10 multichannel efforts of Q3 2018

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Jaguar worked with Dua Lipa on a remixed song. Image credit: Jaguar

By STAFF REPORTS

Luxury brands' campaigns today are hardly ever centered on a single channel, as consumers' fragmented content consumption habits necessitate a cross-platform approach.

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From blending in-store and digital efforts to mixing print and digital, luxury labels are finding ways to reach consumers through both traditional and more modern methods. Going forward, multichannel marketing will be even more key to reaching luxury's up-and-coming tech-savvy shopper.

Here are the top 10 multichannel efforts of the third quarter, in alphabetical order:



Audi shares special Snapcodes with Brighton users. Image credit: Audi

German automaker Audi used Snapchat in a scavenger hunt-type campaign to promote its personal contract plans.

In a recent film on YouTube, Audi showed off its fun campaign in which it surprised citizens of Brighton, England with their own personal vehicle for a day. The film uses common themes from Snapchat, such as one of its common font options, and helps show that any consumer can own an Audi through its PCP ([see story](#)).



Thom Browne is hosting a takeover at Barneys New York. Image credit: Barneys

Department store chain Barneys New York paid homage to local label Thom Browne through a multichannel initiative.

The month-long takeover spanned in-store activations and digital content, allowing both bricks-and-mortar and ecommerce shoppers to get in on the action. Kicking off around New York Fashion Week on Sept. 5, this storewide event included both retail and experiential elements to engage consumers ([see story](#)).

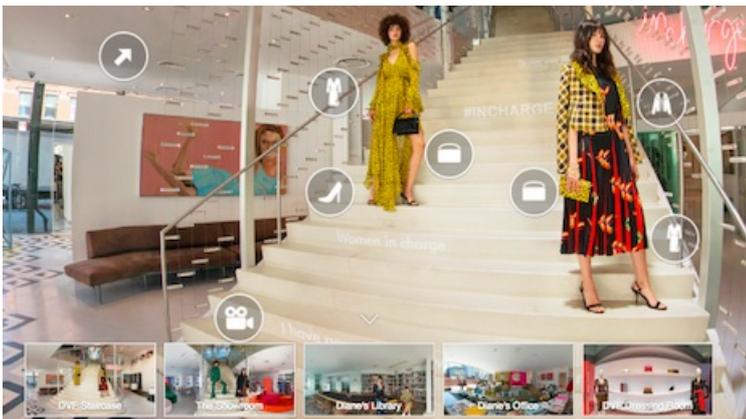


Burberry 24-hour product releases. Image credit: Burberry

British fashion label Burberry made a multichannel push for Riccardo Tisci's debut runway show.

Burberry's Regent Street store in London was transformed in line with the designer's vision for the label, with installations that look to the brand's past and future ([see story](#)). After the runway show, Burberry shared limited-editions from its momentous collection via 24-hour releases, which were sold through channels including social media ([see story](#)).

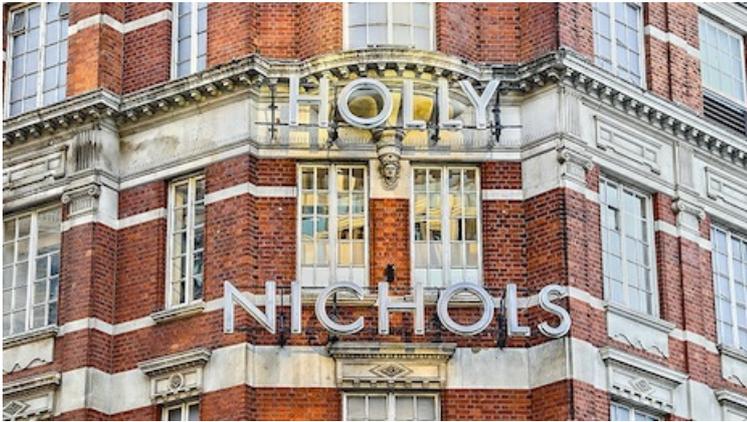
The brand also took modern, interactive approaches to marketing for its spring/summer 2019 collection, including a takeover of high-end streetwear digital hub Highsnobiety. The day of the label's first runway show under the guidance of Mr. Tisci saw a variety of out-of-home initiatives around the globe and Burberry branding of the media platform's digital and print publications ([see story](#)).



DVF 360 is a virtual reality program that allows shopping. Image credit: DVF

U.S. fashion label Diane von Furstenberg looked to make New York Fashion Week more immersive with a special 3D shopping experience.

DVF 360, built by Salesforce's Success Cloud product, allows shoppers to browse its New York headquarters and shop without needing to physically be there. DVF's fall 2018 collection is showcased, along with the offices of the designer herself ([see story](#)).



*Harvey Nichols has tuned itself into Holly Nichols this month. Image credit: Harvey Nichols*

British department store chain Harvey Nichols got in touch with its feminine side in a multichannel makeover in honor of its newly renovated women's floor.

For the month of September, the retailer changed its name to Holly Nichols, with both its bricks-and-mortar and online presence reflecting the updated persona. While a promotion for its updated store look, the campaign also hit as the United Kingdom celebrates the 100th anniversary of women's suffrage, allowing Harvey Nichols to align its marketing with broader themes of female empowerment ([see story](#)).



*Dua Lipa is the face of the new campaign. Image credit: Jaguar*

British automaker Jaguar demonstrated how its newest vehicle is pushing the boundaries of technology through a collaboration with singer-songwriter Dua Lipa.

Ms. Lipa test drove the all-electric Jaguar I-Pace, and the data captured by Jaguar's software was used to create a remix of her newest song, "Want To." To further engage fans through co-creation, Jaguar is encouraging them to create their own remixes and share them on social media ([see story](#)).



*Louis Vuitton has launched its first seasonal City Guide. Image credit: Rencontres d'Arles*

French fashion label Louis Vuitton debuted the first seasonal edition in its City Guide series in honor of the Rencontres d'Arles photography fair.

The Arles guidebook features 150 places to visit in the French city, as well as a feature on the festival's 30 exhibitors. With travel a central code of Louis Vuitton, the brand often exhibits its tourism savvy through publishing ([see story](#)).



*Matches Fashion touts its 5 Carlos Place space with a film. Image credit: Matches Fashion*

Retailer MatchesFashion leaned into fashion's trend towards experiential marketing, blending retail, digital and content together in a new concept.

MatchesFashion's 5 Carlos Place is the online retailer's newly opened physical house that will act as what it is calling a "creative broadcasting space." The idea will see a multitude of cultural events as well as digital initiatives, following other innovators in retail ([see story](#)).



*Nicholas Kirkwood's spring/summer 2019 show. Image credit: Nicholas Kirkwood*

British footwear label Nicholas Kirkwood asked consumers to resist the ordinary in a fashion-themed tale of oppression.

For the brand's runway show at London Fashion Week, Nicholas Kirkwood staged "Interference," a conceptual narrative about a style dictator, with models serving as the rebels opposing tyrannical shoe rules. Turning the event into more than a one-off show, the label has released a short film version of the experience that views more as a

campaign film than a typical runway live-stream feed ([see story](#)).



*The Macallan Distillery Experience at Grand Central Station. Image credit: The Macallan*

Scottish whisky maker The Macallan opened a temporary interactive experience to celebrate the opening of its new distillery, allowing fans to go on a virtual journey that appeals to all five senses.

"The Macallan Distillery Experience" used panoramic video and sensory technology to transport guests to the Scottish countryside. The pop-up experience took place in New York for a limited time, allowing visitors to get a firsthand look at its production without leaving home ([see story](#)).

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