

BLOG

Top 5 brand moments from last week

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Luggage illustration from Louis Vuitton's upcoming release. Image credit: Louis Vuitton

By STAFF REPORTS

From normcore filmography to animated efforts, luxury brands sought to stand out with videos featuring out-of-the-box concepts.

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Some brands rolled out holiday efforts that ranged from humorous to whimsical, while others took their marketing in a more relatable direction. Elsewhere, a brand celebrated its heritage as another moved into a new category.

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



Oversized hoodies and colorful sweaters dominate Balenciaga's winter collection. Image credit: Balenciaga

French fashion house Balenciaga is turning to a lo-fi technique to give its latest campaign film an aura of authenticity.

Mimicking user-generated content and social media videos, the film captures the everyday wearability of the brand's winter 2018 collection. To attract younger affluents, many luxury labels are choosing to emphasize relatability rather than exclusivity in their marketing ([see story](#)).



Chanel shared beauty tutorials aimed for men. Image credit: Chanel

French fashion label Chanel is launching its first makeup products for men globally as more luxury cosmetic companies cater to male consumers.

While men have always been able to purchase cosmetics and skincare products, most luxury brands dedicate their personal care resources to female consumers. By appealing to men beyond masculine fragrances, Chanel can reach a new market and present a forward-thinking identity ([see story](#)).



Dior's holiday campaign focuses on its many fragrances. Image credit: Dior

French couture house Christian Dior is celebrating the holidays with an imaginative journey centered on its fragrance offerings.

With the launch of Joy by Dior and a new J'adore campaign, women's fragrances have been a top priority for the house in 2018. Dior's wishing tree computer-animated film brings a creative sense of wonder and magic this holiday season ([see story](#)).



Jean Paul Gaultier's Claymation campaign. Image credit: Jean Paul Gaultier

French fashion label Jean Paul Gaultier is tapping a common holiday trope for a variety of comedic shorts done in its own branded style.

The brand has created its own version of Claymation shorts for the holiday season, which feature a series of mischievous elves in a variety of activities around its products. The elves are shown knitting, dancing, napping, ice

fishing and playing shuffleboard alongside Jean Paul Gaultier products that are larger than the elves themselves ([see story](#)).



Luggage illustration from Louis Vuitton's upcoming release. Image credit: Louis Vuitton

French fashion house Louis Vuitton, with its longstanding reputation as a luggage manufacturer, is sharing this heritage through another durable good: an illustrated book.

Louis Vuitton has often tied its travel-themed efforts to print products, including its City Guide collection. In a world inundated by digital advertising, published books offer a long-lasting method for luxury brands to share their story ([see story](#)).

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