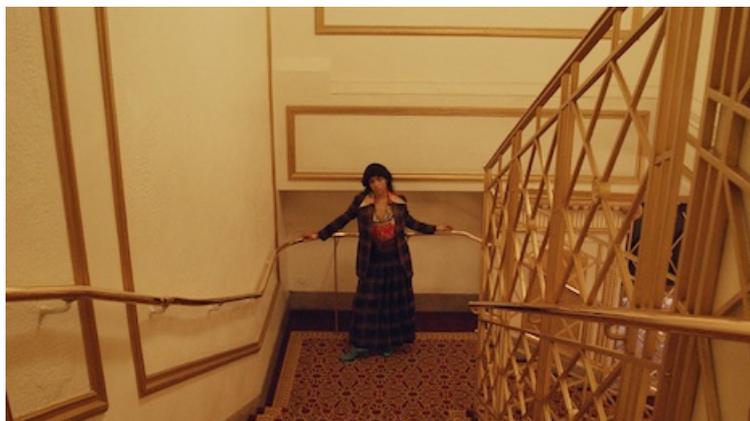


MARKETING

## Top 10 digital efforts of Q4 2018

December 21, 2018



*Musician Kelsey Lu for Gucci Bloom. Image credit: Gucci*

By STAFF REPORTS

Digital has become such an integral aspect of marketing to and connecting with consumers that the luxury business has used technology to flourish with new ideas and methods of retailing and branding.

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Luxury marketers and retailers are leveraging digital channels for a variety of innovations beyond simply sharing videos and images. Artificial intelligence, celebrity ambassadors, mobile applications, podcasts and collaborative storytelling are a few of the methods through which luxury brands are taking advantage of digital opportunities.

Here are the top 10 digital efforts of the fourth quarter, in alphabetical order:



*Charlize Theron for J'adore Dior. Image credit: Dior*

French couture house Christian Dior reunited with a longtime ambassador for a gilded campaign promoting its newest addition to the J'adore collection.

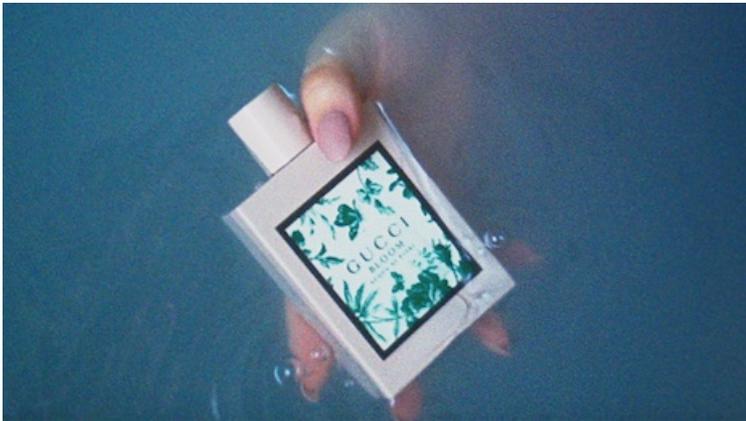
Actress Charlize Theron stars in the introduction video for J'adore Absolu, a more floral interpretation of the house's classic J'adore fragrance. Over the years, many J'adore efforts have focused on Ms. Theron herself, but the newest film surrounds the iconic beauty with an army of powerful women ([see story](#)).



*The Brera loafer debuted in 1968. Image credit: Fratelli Rossetti*

Italian apparel and accessories label Fratelli Rossetti is going back to school for the 50th anniversary of its landmark loafer.

Filmed at Milan's Brera Academy, the label's new featurette takes place in 1968, the year the namesake Brera shoe was first released. With a retro soundtrack and vintage-inspired clothing, the film showcases how timeless this particular footwear has become over a half century ([see story](#)).



*Still from an episode of Growing Pains. Image credit: Gucci*

Italian fashion label Gucci is marking the launch of a new fragrance trio with a special video and podcast series exploring unconventional beauty.

"Growing Pains" is a collaborative video and podcast project between *Dazed Beauty* and Gucci coinciding with the introduction of Gucci Bloom fragrances. By sharing brand storytelling through both video and audio, Gucci is leveraging more digital tools to reach its audience ([see story](#)).



*Olfaplay, Guerlain's new platform. Image credit Guerlain*

French perfumer Guerlain is tapping into the strong relationship between scent and memory with a new application that hopes to convey emotion through audio.

Guerlain is engulfing fragrance fans into its world with a variety of stories centered on perfume. The perfumer has

created a new digital platform, dubbed Olfaplay, that invites a variety of speakers to share their stories in relation to scent, looking to make an audio impression in a time where social media has created shorter attention spans ([see story](#)).



*The Lexus ES. Image credit: Lexus*

Toyota Corp.'s Lexus is demonstrating how innovation and human intuition work together to create premium cars in a new video written entirely by artificial intelligence.

Many consumers have grown weary of how technology continues to encroach on everyday life, and in particular approach AI with suspicion. Lexus aims to relieve drivers of these concerns by emphasizing the safety of its ES ([see story](#)).

*A Night At Neiman's Erika Jayne*



*Erika Jayne sets up camp inside Neiman Marcus. Image credit: Neiman Marcus*

Department store chain Neiman Marcus is turning to a reality television starlet for its playful holiday campaign that takes in-store experiences to a new level.

A creative collaboration with *Vogue*, the film follows Erika Jayne, a fixture on the reality series "The Real Housewives of Beverly Hills," as she spends a night trapped inside a Neiman Marcus. Not only is the narrative tongue-in-cheek, but it also serves as way for the department store to reach new audiences who follow Ms. Jayne and the popular Real Housewives franchise ([see story](#)).



*The cast and crew of "The Note." Image credit: Ritz-Carlton*

Marriott International's hospitality brand The Ritz-Carlton is bringing new depth to user-generated content through a collaborative filmmaking project with Hearst Magazines.

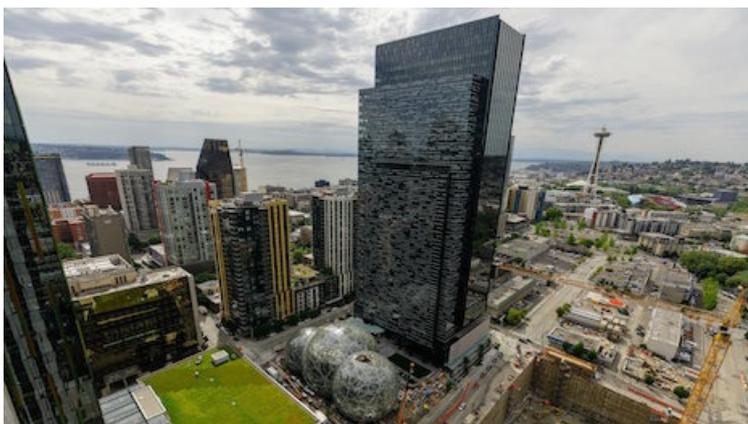
"The Note" is the first film released of the "The Stay" series that was shot on-location at different Ritz-Carlton properties by five up-and-coming directors selected from 500 contestants. Luxury brands, especially in the hospitality industry, are focusing on more experiential strategies, including supporting the arts ([see story](#)).



*Vogue and Saks share advent calendar*

Department store chain Saks Fifth Avenue has teamed up with *Vogue* for an interactive advent calendar.

The media group and the retailer have shared a new take on 12 days of Christmas. On *Vogue's* digital platforms, the two have tapped into their expertise for the interactive gift guide ([see story](#)).



*Amazon's campus. Image credit Amazon*

Realogics Sotheby's International Realty is working on a new online project to help serve Amazon employees who are relocating to its upcoming two new headquarters.

TTR Sotheby's International Realty in Crystal City, VA; Daniel Gale Sotheby's International Realty in Long Island City in New York's Queens borough and Sotheby's International Realty operated by NRT will be working through the platform to provide current and future Amazon employees with relocation homes ([see story](#)).



*Yoox introduces its 8 by Yoox collection. Image credit: Yoox*

Ecommerce lifestyle retailer Yoox is challenging traditional notions of fashion design and innovating by using

artificial intelligence for something beyond digital initiatives.

Yoox, part of Yoox Net-A-Porter Group, is launching a new collection for men and women that is powered by AI. Dubbed 8 by Yoox, the line is tailored to customers' needs and wants, with a mixture of the company's style along with technology behind the creative process ([see story](#)).

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