

MARKETING

Top 10 branding efforts of Q4 2018

December 28, 2018



Burberry bottles up the essence of London in Her fragrance. Image credit: Burberry

By STAFF REPORTS

While luxury marketers have taken to digital efforts to better connect with consumers, others are going back to the drawing board to reestablish brand identities in a competitive market.

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Luxury branding initiatives today have become modern, multiplatform efforts, as interactive and modern elements have breathed life into omnichannel campaigns. Marketing has also gotten a contemporary spin courtesy of pop-culture partnerships and alternative advertising formats.

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



BMW is sharing a look at a city for car lovers. Image credit: BMW

German automaker BMW is inviting drivers to a new world filled with its high-performing vehicles in a series of videos about "M Town."

BMW's new series, streaming on YouTube, shows its M class of cars in elevated everyday settings, including a coffee shop and a night out. The automaker is also encouraging consumers to bring a touch of the fictionalized town to their own lives with social media activations ([see story](#)).



Burberry's The Art of Interpretation reimagines its monogram. Image credit: Burberry

British fashion label Burberry is putting a new spin on its revamped monogram with the help of a handful of artists.

Earlier this year, newly installed chief creative officer Riccardo Tisci made over Burberry's logo and monogram, giving the brand a new image. Celebrating this update, Burberry has invited creatives to rethink the monogram in their chosen medium, ranging from plants to paper laser cutting ([see story](#)).

Amongst a series of creative changes within its business, British fashion label Burberry is bottling up the essence of its hometown with a new product touted by a well-known face.

British model Cara Delevingne is the front woman for Burberry's upcoming fragrance launch that is said to embody the "bold attitude and adventurous spirit of a Londoner." The model has lent more than just her modeling skills to the campaign ([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](#)).



Genie avatar wearing Gucci apparel. Image credit: Genie Inc.

Italian fashion label Gucci is tapping into the popularity of personalized avatars and mobile communication by being the first brand to partner with a new platform.

Users of the mobile application Genies, which integrates avatar-to-avatar communication with artificial intelligence, will be able to dress their avatars with luxury apparel from Gucci. The label is among the most digitally savvy in the luxury world, as proven by its enthusiasm to discover new, mobile-first advertising avenues ([see story](#)).



Marc Jacobs' collection rethinks its logo. Image credit: Marc Jacobs

U.S. fashion label Marc Jacobs has invited a handful of creatives to reimagine its branding for a limited-edition collection.

The brand tapped Ava Nirui and three of her friends to rethink its logo for a series of hoodies. Taking a humorous approach, the artists' sources of inspiration ranged from scratch off tickets to bagels ([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](#)).



The British shirtmaker will now be known as Pink. Image credit: Pink

LVMH-owned shirtmaker Thomas Pink follows numerous high-end fashion brands with a complete rebranding, but its tactics take a drastically different approach than its peers.

The British apparel and accessories label has reemerged as Pink, following a social media blackout. Rebrands require an intensive creative commitment, but offer the opportunity to update heritage brands for a new era of luxury shopping ([see story](#)).



Vestiaire Collective's brand campaign. Image courtesy of Vestiaire Collective

Luxury consignment platform Vestiaire Collective is debuting a new brand image that looks to reflect its aspirational take on the increasingly popular resale market.

Launched on Oct. 16, the new look includes a campaign, revamped logo and packaging and updated Web site. The luxury resale market is growing at a fast pace, as both aspirational and existing luxury shoppers turn to secondhand merchandise for economic and environmental reasons ([see story](#)).



Outfits in YooxMirror are modeled by a new avatar. Image credit: Yoox

Ecommerce lifestyle retailer Yoox is introducing a new feature to its mobile application that uses artificial intelligence to create a more engaging shopping experience.

Yoox, part of Yoox Net-A-Porter Group, is launching YooxMirror, which will feature a collection of products organized around fashion themes on a weekly basis. AI technology will suggest specific items so users can create and view stylish outfits before completing a purchase ([see story](#)).