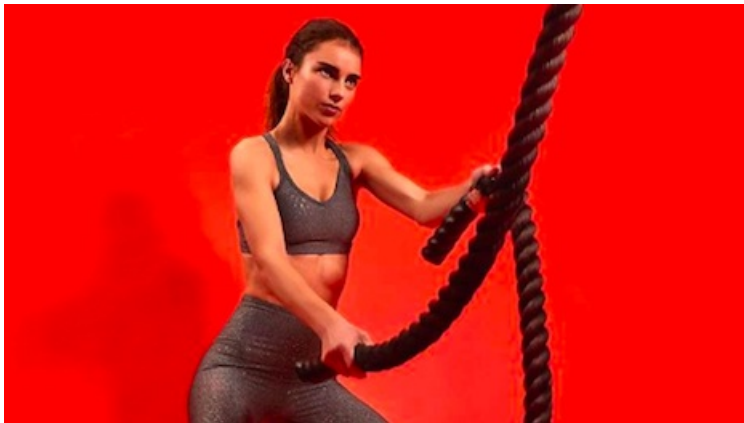


MARKETING

## Luxury brands ring in the new year with resolution help

January 3, 2019



*Bloomingdale's is among the brands helping consumers reach their New Year's goals. Image credit: Bloomingdale's*

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By SARAH JONES

As consumers set out to better themselves in 2019, luxury brands are offering advice and assistance for tackling resolutions.

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From ideas to achieve fitness goals or beauty routine upgrades, luxury labels are connecting with consumers over shared experiences. These marketing messages are reaching shoppers when they are highly open to the new and changes, potentially moving them towards a product discovery or establishing a new relationship.

"Luxury brands have moved beyond status symbols to levers for life enrichment, a deeper engagement to drive loyalty," said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

"Luxury brands can create closer relationships by acting as a facilitator of achievement," he said.

Goal oriented

Some brands shared their own resolution lists, looking to inspire consumers in the new year.

For instance, Tiffany and Co. identified ways to make 2019 better with its jewelry and accessories. One of the included ideas was "Fully engage," a word play that hinted that would-be fiances should stop procrastinating on their proposal.

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[View this post on Instagram](#)

Resolution #5. Fully engage t his year. #TiffanyResolutions

A post shared by Tiffany & Co. (@tiffanyandco) on Dec 30, 2018 at 6:02am PST

#### *Instagram post from Tiffany*

Miu Miu took a more humorous approach. Working with satirical collage artist Sidney Prawatyotin, whose Situations Instagram pokes fun at fashion imagery, the brand shared a series that depicted models doing everything from relaxing to trying new things.

Miu Year's Resolution No. 5 Relaaaax

Collage by @siduations@kaiagerber, #fransummers & #minniewastie in #MiuMiuCroisiere19 by #CarinBackoff [pic.twitter.com/IKy83eXDcf](https://pic.twitter.com/IKy83eXDcf)

Miu Miu (@MIUMIUofficial) [January 2, 2019](#)

#### *Tweet from Miu Miu*

Barneys New York chose to get insight from designers, sharing their thoughts on resolutions via a post on The Window and an Instagram Story. Maria Cornejo is seeking to be more present in the moment, while Virgil Abloh plans to "Wake up and smell the roses."

As resolutions were on the mind, Saks Fifth Avenue and Net-A-Porter sent consumer emails to help consumers elevate their wardrobes or beauty shelves.

Similarly, Este Lauder suggested its DayWear Multi-Protection Anti-Oxidant Crme to "crush your beauty resolutions."

Providing more general advice, Mr Porter sought to help its customers make and keep their personal resolutions with an article on its online content site The Daily. The retailer also put out a list of fitness challenges to attempt in 2019.

Knowing that many consumers would be heading to the gym in January, a number of brands shared fitness ideas.

Trump International Hotel & Tower in New York spotlighted its fitness center on Facebook. Meanwhile, Bloomingdale's, Nordstrom and Saks all served up activewear style inspiration.

[View this post on Instagram](#)

A new year calls for new goals, so get active with your #NewYear resolutions in @beyondyoga's sweet pineapple set. #SaksStyle

A post shared by Saks Fifth Avenue (@saks) on Jan 2, 2019 at 7:19am PST

### *Instagram post from Saks*

"Most resolutions are timely and lighthearted," Mr. Ramey said. "A creative playful approach will drive brand engagement.

"Lest we not forget that most New Year's resolutions are forgotten by February," he said.

### Wellness trends

Many new year efforts revolve around health and wellness.

For instance, Four Seasons Hotel Denver promoted healthy New Year's resolutions in 2013 with a spa and fitness center membership for local residents.

The membership allowed guests to access the spa and fitness center along with a complimentary personal training session, savings on fitness classes, spa treatments and personal training sessions along with other offers. The package targeted locals and those who wanted a healthy start to 2013 ([see story](#)).

Consumers' shared desire to incorporate healthfulness and eco-friendliness into their lives is evidenced in the topics they talk about on social media, with subjects such as clean beauty and freeganism rising in popularity this past year.

According to data from the 2019 Topics & Trends Report from Facebook, conversations surrounding sustainable fashion have grown more than three times over in 2018, while detoxification as a term has risen 7.6 times. As marketers prepare to launch campaigns in 2019, Facebook sees these trends as indicators of what will soon reach popularity ([see story](#)).

"In a customer-centric environment, luxury brands are building blocks' for clients," Mr. Ramey said. "Brands elevate their worth by matching best prospects' values, including New Year's resolutions."

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