

MARKETING

Luxury leverages #10YearChallenge for heritage display

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Mercedes-Benz's #10YearChallenge post. Image credit: Mercedes-Benz

By STAFF REPORTS

A number of luxury brands have taken on a social media challenge to post a 10-year-old photo, turning the trending topic into a means to discuss their consistency.

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Barneys New York, Mercedes-Benz and Bally all shared images that reflected their unchanged branding and designs, pointing to their heritage and longevity. For luxury brands, sharing these looks back on history allow them to reiterate their positioning.

10 years later

The #10YearChallenge has taken social media by storm. But beyond consumers and celebrities posting pictures, brands are getting in on the conversation.

Barneys New York depicted its logo from 2009 and 2019. It captioned the identical branding with "Some things never get old."

[View this post on Instagram](#)

#10YearChallenge... Some things never get old.

A post shared by Barneys New York (@barneysny) on Jan 17, 2019 at 6:01pm PST

Instagram post from Barneys

McLaren F1 similarly looked to its logo, sharing how its swoop has morphed from red to black.

Bally extended the 10-year challenge by 35 years, posting a photo of its unchanged Vita Parours sneakers. Images from 1974 and 2019 show the shoe that has barely changed in its history.

[View this post on Instagram](#)

Forget the #10yearchallenge. There's no need to glo-up when the Vita Parcours are as fresh today as they were in 1974. #Bally #168years #BallyArchive

A post shared by Bally (@bally) on Jan 18, 2019 at 6:49am PST

Instagram post from Bally

Mercedes also took liberty with the prompt, turning it into a 40-year challenge. Side-by-side photos of the G-Class show the car that "has not aged at all," according to the brand.

Four Seasons Dallas also took the opportunity to share the longevity of its in-house chef Christof Syre, who has been at the property for 19 years.

Luxury brands have gotten in on other social media fads, using posts to engage with their audience.

During National Dog Day in 2015, the luxury industry put canine companions on display to make a personal connection with consumers.

From calls for user-generated content featuring consumers' pooches to dedicated content and product selections, brands found ways to insert themselves in the social conversation surrounding the holiday. While not overtly branded, this type of social effort helps to show off a marketer's personality beyond the product ([see story](#)).

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