

MARKETING

Luxury and pranks go hand-in-hand on April Fools' Day

April 1, 2019



Tag Heuer shares in April Fools' Day fun. Image credit: Tag Heuer

By STAFF REPORTS

As the trickster holiday of April Fools' Day takes place, luxury brands are showing that the day is not just for friends and family.

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New logos, voice-activated bags and holographic watches are a few of the ways luxury brands are leaning into the playful holiday on social media. British watchmaker Bremont is one of many brands who also leveraged their email subscriber list to share pranks.

Fools of luxury

Bremont revealed to followers that it has designed a Supermarine 500 watch that comes with an inflatable strap, specially equipped for boaters in case they fall overboard. While sailing, if the individual accidentally takes a tumble overboard, he or she will be able to activate the inflatable strap so that their watch is sure to stay afloat, but only the watch.

"Should you take an unscheduled tumble into the brine, simply pull the tiny ripcord," said the brand in its email. "The strap will inflate, keeping your watch safely above the water.

"So when Air Sea Rescue finally grab your hand and haul your exhausted, shivering body from the ocean, the first thing they'll see is your beautifully pristine Supermarine 500."

The watch, however, is in fact an April Fools' joke, and to ensure that there is no confusion from fans, Bremont reveals the prank in its first sentence citing that it is its "April Fools' watch."

Automaker Porsche took to its social channels to reveal a new logo, redesigned as a QR Code, in a playful take on modernism. While Porsche does not reveal its prank in as many words as Bremont, those who are clever enough to scan the QR code will see the Web page stating, "April Fools!"

Tag Heuer revealed that a previous watch design has a hidden functionality, allowing owners of the Monaco 50 timepiece to activate a hologram feature that celebrates driver Steve McQueen. Throughout a hologram walkthrough video on social, various images of Mr. McQueen are seen, until the very last one reading, "April 1," revealing it was

an April Fools' prank.

Accessories maker Furla took to its Instagram to share various campaign content for a new bag that can be controlled by voice. A short film shows a women with her Mim bag, which she instructs to "get bigger" with just her voice.

[View this post on Instagram](#)

Customize your Furla bag with the power of your voice only. #furlafeeling #newcollection #furla #accessories #fashion #thefurlasociety

A post shared by FURLA (@furla) on Apr 1, 2019 at 7:33am PDT

Instagram post from Furla

Last year, British automaker McLaren embraced the April Fool's Day spirit with a humorous video poking fun at the brand's exacting reputation.

The short film shows the inside of McLaren's technology center where everything is highly regimented, with even the tiles on the floor measured daily to ensure their perfection. While funny, the video also serves as a way for McLaren to highlight its attention to detail to potential customers ([see story](#)).