

MARKETING

Top 10 social media efforts of Q1

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Valentino worked with an Instagram photographe to showcase its new handbag. Image credit: Valentino

By STAFF REPORTS

Luxury brands spoke to the cultural zeitgeist, using social media to weigh in on everything from the Super Bowl to trending hashtags.

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Looking to build community with their followers, brands engaged fans around social causes or shared events. Through unexpected influencer partnerships and digital content, brands reintroduced themselves to a new generation of luxury buyers.

Here are the top 10 social media efforts of the first quarter, in alphabetical order:



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

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

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 ([see story](#)).



Fendi's new film series is set in Shanghai and Hong Kong. Image credit: Fendi

Italian apparel and accessories label Fendi celebrated friendship and fashion in a playful video series centered on its iconic Baguette.

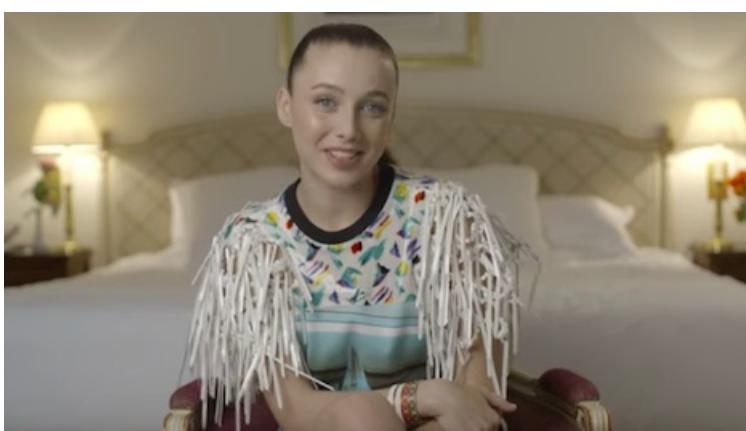
The new #BaguetteFriendsForever episodes feature a group of girlfriends enjoying shopping, dancing and spending time together with their favorite accessories by their side. The series reintroduced a classic "It" bag to a new audience of affluents who have embraced the logos and silhouettes that initially found popularity in the 1990s ([see story](#)).



Shoppable Instagram post from Shopbop. Image credit: Instagram

Social media network Instagram is streamlining the shopping journey for users, allowing them to purchase items from brands directly without leaving its application.

Several luxury brands are among the first to roll out Instagram Checkout, including Dior and Prada. After making itself nearly invaluable for brands with the help of an expansive audience and a suite of advertising tools, the Facebook-owned platform is looking to facilitate an end-to-end purchase journey from discovery to conversion ([see story](#)).



Louis Vuitton works with YouTube influencer Emma Chamberlain

French fashion label Louis Vuitton used a new form of influencer relationship to cater to a younger generation, as experiential leanings become more important to brands.

Model Karlie Kloss was the special guest at Louis Vuitton's runway show during Paris Fashion Week, alongside 17-year old YouTube influencer Emma Chamberlain. The label extended its relationships with the influencers through a series of content following the show, in the hopes of catering to millennials as well as Gen Z consumers ([see story](#)).



McLaren created the ultimate date. Image credit: McLaren

British automaker McLaren created what it believes is the ultimate Valentine's Day date for a couple of its fans.

The automaker shared a chance for participants to join McLaren at its technology center on Feb. 14 in a new contest. The winners and attendees were there for the reveal of its MCL34 ([see story](#)).



Mercedes brings its A-Class to Atlanta for the Super Bowl. Image credit: Mercedes-Benz

Automaker Mercedes-Benz used social media to extend the visibility of its Super Bowl sponsorship, joining many other luxury brands in the conversation around the game.

The automaker provided a playful live commentary during the Super Bowl, featuring its A-Class vehicle talking to users, promoting its Hey Mercedes feature.

Mercedes had a running commentary on all the Super Bowl commercials throughout the game, with a character based on its AI feature speaking her mind. In real time, the car answered users tweeting to the brand, and made comedic comments on various brands' content ([see story](#)).



Regent Taipei has launched a photography butlerservice. Image courtesy of Regent Taipei

Hotel Regent Taipei in Taiwan is helping guests get their ideal social media shots with help from local insiders.

Staff from the hotel will serve as "photobutlers," guiding visitors to photogenic spots around the hotel and scenic tourist destinations. Beyond offering guests the chance to more easily document their time in Taipei, the hotel sees this service as an opportunity to further its own social media presence ([see story](#)).



Forest cover in the Leuser Ecosystem in Sumatra, Indonesia. Photo by Paul Hilton for Rainforest Action Network

British fashion label Stella McCartney mobilized consumers to bring attention to the at-risk Leuser Ecosystem in Sumatra, Indonesia.

In a social media campaign dubbed #ThereSheGrows, the brand invited followers to dedicate a tree to their loved one to plant an actual tree in the forest. Brands often use their reach and their fan base to align with consumers for a common cause, allowing for a connection that extends beyond commerce ([see story](#)).



Tamara Mellon and her daughter appear together in the brand's Equal Pay Day T-shirts. Image credit: Tamara Mellon

U.S. footwear label Tamara Mellon leaned into the subject of pay equality with efforts surrounding Equal Pay Day.

Held on April 2 this year, Equal Pay Day marks the point on the calendar at which women reach the same amount earned as men made the previous year. In honor of the occasion, Tamara Mellon released statement T-shirts and helped consumers get politically involved ([see story](#)).



Valentino's new bag showcased on New York public transportation. Image credit: Valentino

Italian house Valentino leveraged the amateur style of a popular Instagram account to harness an authentic campaign for a new bag.

Ranging in price from \$845 to \$3,295, Valentino's new VRing bag collection took a personal approach to a campaign. The various pieces of the collection were shown off in a series of seemingly nonprofessional photographs, featuring only individuals' hands while riding the subway, in line with the account @SubwayHands ([see story](#)).

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