

MARKETING

Top 10 luxury brand efforts of Q1

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Louis Vuitton Spring Summer 2019 boyhood campaign. Image credit: Louis Vuitton

By STAFF REPORTS

Reflecting the luxury business' push towards inclusivity and transparency, recent branding efforts have centered on authenticity with a touch of aspiration.

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From providing access to experiences through a loyalty program to leveraging a shared cultural occasion, luxury brands tapped into consumer passions for marketing. Exclusivity is making way for broader appeals, with brands opening the door to a wider and younger audience through collaborations, new creative leadership and collection extensions.

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



Anya Hindmarch weaves together artist creations in the Tube installation. Image credit: Anya Hindmarch

British accessories label Anya Hindmarch brought awareness to a collection launch with another unique installation to capture consumers' attentions.

During London Fashion Week, the brand launched its Weave Project installation through which visitors can physically climb. The piece, located at Brewer Street Car Park, promoted its new Neeson Collection ([see story](#)).



Barneys spotlights influencers like @your.gal.shan on its blog. Image credit: @your.gal.shan

Department store chain Barneys New York released a new loyalty program that focuses on inclusive forms of payment and capitalizes on the lure of being an influencer.

Since many loyalty programs today have leaned into the mobile era and are operated through applications, retailers often require consumers to pre-load money or open a brand-specific credit card, but Barneys is taking a different approach. Consumers can earn rewards no matter what form of payment they use, and shoppers will also have a chance to live the lifestyle of an influencer ([see story](#)).



Burberry debuts Robert Tisci's first campaign. Image credit: Burberry

After a highly publicized start at the company and heralding a major rebrand, Burberry creative chief officer Riccardo Tisci dropped his first advertising campaign with a multigenerational focus so deep it extends behind-the-scenes.

Starting from the inside out, the British fashion label assembled a cast of both photographers and models who span generations and countries of origin. The goal was to shine a light on Burberry's ability to transverse between its heritage and modern strategy, exhibiting that it is able to appeal to all people ([see story](#)).



Christian Louboutin launches sneakers. Image credit: Christian Louboutin

French footwear designer Christian Louboutin's recent design drop exhibits how far streetwear and sneaker culture has come, with the brand updating its style to continue appealing to trend-focused fashion fans.

The prestigious label, famous for its red-bottom sole, dipped its toe into the athletic sneaker category with a new shoe. Through a new campaign, #RunLoubiRun, Christian Louboutin uses a variety of genres to tout the new shoes ([see story](#)).

French fashion house Louis Vuitton's menswear artistic director Virgil Abloh's true commitment to diversity allowed his first collection drop to see significant sales numbers, before it even reached the brand's boutiques.

After creating buzz for Louis Vuitton on the runway, the designer brought his unique approach to marketing with a three-part campaign that focuses on personally important themes that are also present in his designs. The Boyhood series ushers in the menswear collection by showcasing infancy, childhood and adolescence, stages of development in which society's views of race and gender have not yet been imposed and kids dare to dream ([see story](#)).



Marriott is launching a multichannel campaign for its rebranded rewards program. Image credit: Marriott International

Hotel group Marriott International brought its rewards program to life in a multichannel effort that heralded its recent rebrand.

Marriott Bonvoy is the group's newly revamped loyalty program that covers 30 hotel brands, including what was once Marriott Rewards, the Ritz-Carlton Rewards and Starwood Preferred Guest. Loyalty programs are crucial for hospitality groups since they encourage customer retention and emphasize experiential travel, a growing trend among affluents ([see story](#)).



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

German automaker Mercedes-Benz enlisted some famous faces for its spot during the Super Bowl.

With an audience of hundreds of millions expected to tune in to the event, Mercedes capitalized on the reach by featuring its most accessible offering, the A-Class sedan. Held on Feb. 3, this year's national championship game was of extra importance for the automaker since it is the title sponsor for the host stadium in Atlanta ([see story](#)).

Mercedes-Benz used social media to extend the visibility of its Super Bowl sponsorship. The automaker provided a playful live commentary during the Super Bowl, featuring its A-Class vehicle talking to users, promoting its Hey Mercedes feature ([see story](#)).



Nordstrom's new campaign is centered on human emotions. Image credit: Nordstrom

As ecommerce continues to impact traditional bricks-and-mortar retail, department store Nordstrom emphasized the importance of the human connection in a cinematic campaign.

Nordstrom's short, which debuted alongside the Academy Awards, features a series of vignettes that tout human experiences that cannot be replicated online. The advertisement is not set in a physical Nordstrom store and instead attempts to build an emotional connection to viewers ([see story](#)).



Still from Travis Scott's "Can't Say" video. Image credit: Travis Scott

French fashion label Saint Laurent teamed up with rapper Travis Scott to put its brand in front of millions of consumers and modernize its image.

Saint Laurent produced and designed the wardrobe for the musician's "Can't Say" music video, earning the label prime placement on YouTube as the film was released on Feb. 5. Saint Laurent's partnership is indicative of the increasing convergence of streetwear and luxury fashion, allowing the brand to reach out to the next generation of buyers through pop culture ([see story](#)).



Tiffany and Co. puts sustainability under a magnifying glass. Image credit: Tiffany & Co.

U.S. jeweler Tiffany and Co.'s heightened push to be transparent with diamond sourcing exhibits just how important ethical gem origin is today, and why brands need to let customers know where their jewelry comes from.

Tiffany is taking a large step in revealing where its diamonds come from in an effort to be more transparent with its

customers and better serve the ethical-focused consumer of today. Through social media and greater product details in addition to more ethical services rolling out in the future, Tiffany is hoping to solidify confidence for customers when purchasing with its brand ([see story](#)).

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