

MARKETING

Luxury brands flaunt goods for Father's Day gifting

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Almost half of shoppers plan to gift apparel to dads. Image credit: Hermès

By SARAH JONES

With Father's Day gifting sales expected to reach a record this year, luxury brands are inspiring consumers to treat the dads in their lives with everything from fashion to fragrances.

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According to data from the National Retail Federation, Father's Day sales in the United States will total \$16 billion this year, with consumers spending an average \$138.97. Luxury brands are looking to get in on gifting with celebrity-driven campaigns, personalized presents and experiences.

"The opportunity that retailers could leverage for Father's Day should all be focused around their omnichannel strategy and how technology can best move it forward," said Romey Louangvilay, communications director at **ELMNTL**, New York. "U.S. consumers shopping for dads this year will spend an estimated \$138.97, compared to \$91 in a decade ago, according to a survey conducted by the NRF.

"Where gift givers will do their shopping reflects the increasing trend of omnichannel retail dynamics," he said. "More men are shopping online via mobile because research and peer reviews are more readily accessible.

"Men tend to seek advice in the form of other customer reviews, news reviews, etc. Men are also doing more research when buying their products compared to women.

"When it comes to mobile purchasing, men are embracing mobile shopping as much as women. With technology making things more seamless, retailers have a real opportunity to capture this market share if they do it right."

Dad's day

Father's Day spending has been growing in recent years. Men are typically the biggest spenders for both Mother's Day and Father's Day, with male consumers planning to spend about \$160.74 on gifts for dads.

Younger consumers are also planning to spend more than average, with those ages 35 to 44 shelling out an average \$197.66.

Even with the growth, spending on Father's Day comes in behind Mother's Day, which saw a record \$25 billion in

sales this year.

Fashion is a key category of gifting for dads, with 46 percent planning to buy apparel for Father's Day, for a total spend of \$2.5 billion. Comparatively, only 38 percent expected to buy fashion for Mother's Day.

Luxury brands are promoting fashion as a gift for Father's Day through direct marketing.

Hugo Boss teamed with actor Bobby Cannavale, featuring the father with his son Jake in an email campaign and video short. The younger Mr. Cannavale talks about his dad and what he has learned from him as both campaign faces model suits and other pieces from Boss.

Hermès sent gifting ideas "for the dapper dad" in an email newsletter, focusing on accessories such as ties and a baseball cap.

Canali referenced car racing in its gift guide, looking to "steer [the consumer's] gift in the right direction." An animated film shows a tiny sports car cruising along a road filled with gifting ideas such as wallets, belts and bags.

[View this post on Instagram](#)

Style and utility intersect in our luxury belt selection. Choose the color and material that best expresses his personal aesthetic. #FathersDay #menswear #MadeinItaly #belt #accessory #leather #gift #giftideas

A post shared by Canali (@canali1934) on Jun 7, 2019 at 9:08am PDT

Instagram post from Canali

Taking a personal approach, Anya Hindmarch is promoting its bespoke leather goods that can be custom embossed with the gifter's handwriting.

As a perk for ecommerce shoppers, Tod's is offering two-day shipping on purchases made by June 12, ensuring gifts arrive before the holiday.

On June 8, Nordstrom hosted a Donuts with Dads event at its stores. Along with complimentary donuts and coffee, the family-friendly experience included activities such as card making.

[View this post on Instagram](#)

A special morning at all #Nordstrom stores celebrating Dad! Thank you for joining us! Head to Stories for more adorable highlights from Donuts with Dad

A post shared by Nordstrom (@nordstrom) on Jun 8, 2019 at 1:04pm PDT

Instagram post from Nordstrom

Beyond fashion, companies such as IWC Schaffhausen, Raymond Weil and Piaget touted watches.

Only 20.5 percent of consumers are planning to buy personal care for dads on their list. However, NPD Group notes that prestige fragrance sales for men will be up this Father's Day, following the category's 5 percent year-to-date growth.

In 2018, men's fragrance sales rose 10 percent in the two weeks leading up to the holiday. During this time, more concentrated juices drove 85 percent of growth, as men look for scents that last.

According to NPD Group, prestige fragrances experienced a gifting bounce back in 2018 ([see story](#)).

Dior is marketing scents including Dior Homme Sport and Sauvage. In an email campaign for Sauvage, the brand invites consumers to "fire up Father's Day with wild gifts," playing off the adventurous positioning of the fragrance.

Continuing its celebrity focus, Boss also promoted its Boss Bottled Infinite scent for Father's Day, featuring the scent's face Chris Hemsworth.

Crossing categories, leather goods label Ettinger teamed with Floris London on a Father's Day competition, through which a winner will receive a shaving kit from Floris and a watch roll from Ettinger.

Gifting behavior

Experiences and outings are the second most popular gifting item for dads, behind greeting cards, with 46.8 percent of consumers planning to gift an intangible good.

Comparatively, 55 percent of those surveyed for Mother's Day were planning an outing, showing that experiential gifting is more popular for the earlier U.S. holiday.

Ahead of Mother's Day, luxury brands looked to help consumers celebrate their moms with personalized gifts and pampering experiences.

According to data from the National Retail Federation, Mother's Day spending in the United States was up this year, reaching a record \$25 billion. Consumers are branching out into categories beyond flowers, and luxury brands responded with both physical and intangible gift ideas designed to be different ([see story](#)).

"There isn't a single answer to explain why people tend to buy more tangible goods for men versus buying experiences for women," Mr. Louangvilay said. "It's a combination of personal interests, influences from media and peers, etc.

"All of these impact what people purchase," he said. "Previously, shopping was seen as a female trait, but as society becomes more open and gender roles blur, more men are being more comfortable shopping for themselves."

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