

MARKETING

## Top 10 social media efforts of Q2

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Forevermark's new campaign stars real couples. Image credit: Forevermark

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By STAFF REPORTS

Luxury brands enlisted influencers and user-generated content to better engage consumers and share their brand story through social media.

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Looking to shape more authentic connections with their followers, brands shared product launches, new initiatives and more with the help of inspiring creatives and other under-the-radar influencers. Reflecting on brand legacy and heritage via social media platforms is another creative way for luxury brands to reach younger affluents.

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



Bally recruited influencers for its Champion campaign. Image credit: Bally

Swiss apparel and accessories label Bally relaunched a classic '90s sneaker with a modern, influencer-backed approach.

The refreshed line and accompanying campaign marked Bally's latest streetwear effort, though this time the label went back into its footwear archives. Bally has also been making influencers and personal style cornerstones of recent campaigns, appealing to younger consumers' desire for authenticity ([see story](#)).



*Nomad Stories follows women leading unconventional lives. Image credit: Chlo*

French fashion label Chlo explored ambition and curiosity in the latest effort around its Nomade fragrance.

Chlo leveraged social video for its new series, "Nomad Stories." In the same manner as other Chlo efforts, the Nomad Stories campaign emphasized free spirits and female friendships ([see story](#)).



*Dolce & Gabbana's Sicily bag in Sicily. Image credit: Dolce & Gabbana*

Italian fashion label Dolce & Gabbana presented its latest collection of handbags in a 360-degree campaign that showed it thinks of its designs as art and influencers.

Craftsmanship, creativity and design are a few characteristics that the fashion world and the art world share, leading these two industries to work very closely together. Dolce & Gabbana presented its new Sicily bags as if they were pieces of art themselves, while also showcasing the designs in an Instagram campaign that tapped into the popular influencer trend ([see story](#)).



*F is for Fendi acts as the music video for Astrid S. Image credit: Fendi*

Italian fashion label Fendi is persisting its F is for Fendi campaign in an only organic and authentic manner, by supporting the new song release of Norwegian singer Astrid S.

As part of its F is for Fendi campaign catering to younger audiences, Fendi has released content to support Astrid S's new song by filming a music video. The authentic approach is a part of the larger F for Fendi campaign strategy that focuses solely on organic content, made by millennials for millennials ([see story](#)).

De Beers Group's Forevermark encouraged individuals to perform and share acts of love, as the fine jeweler launched its first large-scale campaign since refreshing its digital strategy.

Forevermark's "Live and Love" campaign examined real-life relationships, even moving beyond romances to explore the bonds between families and friends. A social media component looked to further engage consumers by celebrating everyday moments ([see story](#)).



*Fortnum & Mason is encouraging consumers to reuse its packaging. Image credit: Fortnum & Mason*

British department store Fortnum & Mason went going back to its origins as it celebrated reuse and upcycling in a multichannel effort.

The retailer's "Long Love #Fortnums" campaign encouraged shoppers to share on social media how they refashion Fortnum's long-lasting products. The initiative served as an opportunity for the department store to honor its heritage in a modern way while reminding consumers of its values ([see story](#)).



*Merly Lamb Lamb for #GucciGig. Image courtesy of Gucci*

Italian fashion label Gucci explored the live music experience in a collaborative digital project that linked performing and visual artists.

For #GucciGig, the brand paired 12 musicians with illustrators, photographers, graphic designers and videographers to capture their interpretation of playing live shows. Alongside the social media project, Gucci launched a new Spotify account, enabling the brand to more consistently connect with consumers over music ([see story](#)).



*Preferred Hotels is celebrating Pineapple Week across numerous properties. Image credit: Preferred Hotels The Alford Inn*

Luxury hospitality group Preferred Hotels & Resorts leveraged its heritage in a multichannel initiative to welcome more global travelers to its properties.

Spanning social media, hotel programming and loyalty programs, Preferred Hotels celebrated Pineapple Week from June 1 to June 9. As travelers seek more unique and immersive experiences, the hotel group is looking to bring more exciting offerings through the lens of its hospitality heritage ([see story](#)).



*Land Rover enlisted Adwoa Aboah for its latest Evoque campaign. Image credit: Land Rover*

British automaker Land Rover continued its appeal toward younger affluents through a video series starring a popular fashion model.

Land Rover kept city-dwelling, environmentally conscious drivers at the forefront of its Range Rover Evoque redesign, and the subsequent marketing has reflected this focus. The automaker's latest campaign was set in London, connecting its British heritage to more contemporary consumers ([see story](#)).



*Katrin Thomann rides around New York in her Tod's. Image credit: Tod's*

Italian fashion brand Tod's lent support to consumers who let their feet do the wandering in an adventurous series that blended influencer and user-generated content.

Dubbed #FollowMyRide, Tod's newest campaign touts its Gommino design. The series exemplifies free thinkers and adventure seekers as their passion drives them throughout all different types of motion ([see story](#)).

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