

MARKETING

Top 10 video efforts of Q2

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Actress Bonnie Wright appears in the new Prada Re-Nylon video series. Image credit: Prada

By STAFF REPORTS

Luxury brands turned to pop culture fixtures and took inspiration from trending social issues as they looked to reach large audiences through engaging video content.

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While some brands took creative approaches to discuss topics such as sustainability and gender equality, other luxury marketers incorporated trends such as interactive film and ASMR. Elsewhere, luxury brands were inspired by classic Hollywood motifs while others included superheroes and fashionable trendsetters.

Here are the top 10 social videos from the second quarter of 2019, in alphabetical order:



Brie Larson appears as Captain Marvel in a new Audi campaign. Image courtesy of Audi

German automaker Audi is enlisting a powerful superhero in a campaign centered on its fully electric sport utility vehicle.

For Audi's initiative with Marvel Studios, Academy Award-winning actress Brie Larson reprises her role as Captain Marvel. Audi is also continuing its push to introduce its luxury electric vehicles to mainstream audiences, leveraging its relationship with Marvel for added exposure ([see story](#)).



Balmain's fall/winter 2019 campaign features Cara Delevingne. Image credit: Balmain

French fashion label Balmain is turning consumers into directors by giving them the choice of how the plot of its latest campaign should develop.

Balmain creative director Olivier Rousteing is extending the brand's relationship with his friend Cara Delevingne, tapping the model-actress for a handbag collaboration and a series of dramatic films. Rather than creating a static campaign, Balmain developed interactive films that offer consumers the chance to choose the endings of each film, putting them in control to drive up engagement ([see story](#)).



Belstaff's new campaign follows individuals such as community advocate Rebecca Munro. Image credit: Belstaff

British fashion label Belstaff is turning to intimate portraits of rugged individuals to give the brand another layer of authenticity.

In a collaboration with high-end camera manufacturer Leica, Belstaff is sharing the stories of "Everyday Heroes" through short films. The individuals featured live and work in the Scottish countryside, showing a more realistic portrayal of the men and women who may wear Belstaff ([see story](#)).



The Cinemagia campaign features bold and intricate jewelry. Image credit: Bulgari

Jeweler Bulgari is celebrating its bold heritage with a new high-jewelry collection inspired by elaborate Italian filmmaking.

The Cinemagia collection, which includes jewelry with gemstones in green, red, blue and other colors, is being

introduced with a short vignette inspired by classic Italian cinema. The jeweler has often turned to themes of femininity and film to explore its brand heritage ([see story](#)).



Kenzo's spring/summer 2019 eyewear campaign. Image credit: Kenzo

French fashion label Kenzo is marketing its first eyewear collection produced in partnership with Thlios with a film that shows the world from a different set of eyes.

Kenzo's spring/summer 2019 eyewear campaign is a surreal short narrated by a poetic pup who recounts his last perfect day on earth. The effort builds on Kenzo's utopian concept for its fashion advertisements this season, aligning the eyewear category with the rest of its apparel and accessories ([see story](#)).

Lexus' ASMR film for Driving

Toyota Corp.'s Lexus is tapping into the ballooning social media phenomenon of ASMR in a film series that looks to define the sound of luxury.

Lexus is hoping to awaken consumers' senses with a new video series that takes viewers on an auditory journey. The collection of films showcases a variety of iconic sounds from Lexus vehicles in a heightened manner, spotlighting different parts of the car ([see story](#)).



Louis Vuitton has tapped Lauren Santo Domingo for a short film. Image credit: Louis Vuitton

French fashion label Louis Vuitton is showing how its Capucines handbag collection can take consumers from day to night through a short featuring Lauren Santo Domingo.

Ms. Santo Domingo is the cofounder and chief brand officer of Moda Operandi, and the film highlights her entrepreneurial workdays filled with meetings, decisions and events. As an influential fashion figure with 266,000 Instagram followers, Ms. Santo Domingo's seal of approval may help to boost the appeal of the bags ([see story](#)).



Mercedes will gift thousands of girls in first grade a toy replica of the car driven by the first woman to win the Grand Prix

German automaker Mercedes-Benz is hoping to break gender stereotypes with a new toy car in partnership with iconic toymaker Mattel.

Known as the creator of Barbie, Mattel has been working to challenge gender roles is now making a toy car to show girls they can grow up to be anything they want to be. The car is representative of an important moment in history for women, as it is a die-cast Matchbox replica of the Mercedes-Benz 220SE in which Ewy Rosqvist won the Argentinian Grand Prix ([see story](#)).

The first episode of Prada's "What We Carry" series

Italian fashion label Prada is taking an inventive approach to upcycling by introducing a handbag line made out of regenerated materials, while also examining problems and solutions in the fashion supply chain.

Prada is becoming an active participant in finding sustainable approaches to luxury apparel and accessories production, even as fashion remains one of the most environmentally harmful industries. In addition to launching an alternative material, Prada is sharing a video series that illustrates the process behind its new initiative ([see story](#)).



Roger Vivier's "Le Casting" focuses on its bridal line. Image credit: Roger Vivier

French footwear label Roger Vivier is likening the hunt for the ideal romantic match to the strive for the perfect shoe in a short film that harkens back to Old Hollywood.

In "Le Casting," a woman tries out a number of potential costars, including leading men and wedding-ready footwear. While some brands are breaking out of traditional romance for the bridal efforts, Roger Vivier is portraying classic romance with a theatrical twist ([see story](#)).