

MARKETING

Top 10 digital efforts of Q2

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The Sims x Moschino campaign. Image courtesy of Maxis

By STAFF REPORTS

Luxury brands are leveraging digital tools, from gaming platforms to reimagined Web sites, as they seek to attract more valuable omnichannel consumers.

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Many brands focused on enhancing customer experiences through improved ecommerce platforms or augmented reality tools. Elsewhere, others tapped into trends or consumers' competitive spirits with ASMR and mobile games.

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



Christie's for 1stdibs collection. Image credit: 1stdibs

Auction house Christie's gave consumers the chance to buy without bidding through an ecommerce partnership with 1stdibs.

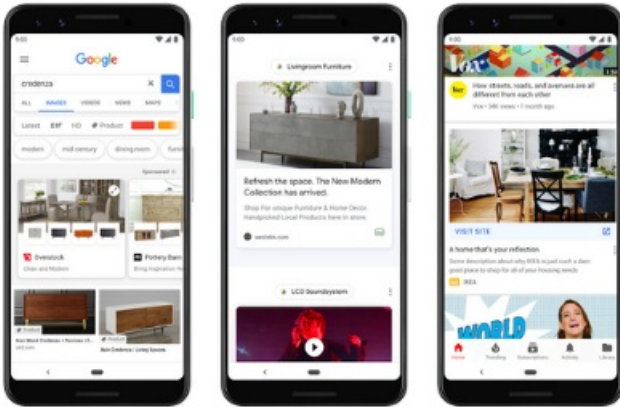
A curated assortment of consigned goods from Christie's was available on 1stdibs, enabling clients to purchase items immediately for a set price. Christie's saw this as an opportunity to connect with a new audience of collectors on a digital platform ([see story](#)).



Givenchy opens up contest for voice over. Image credit: Givenchy

French fashion house Givenchy is inviting consumers to lend their voice to its latest advertising campaign, as it taps into an Internet trend.

ASMR, autonomous sensory meridian response, is a concept recently coined within the last decade referring to the tingling sensation caused by a variety of noises. Since an online community has tapped into the sensation, many luxury brands have joined the auditory trend, with Givenchy being the latest ([see story](#)).



Google is revamping its Shopping offerings. Image credit: Google

Google became the latest technology giant to invest in new features as it works to build a seamless ecommerce shopping experience across its platforms.

Hoping to capitalize on the hundreds of millions who already rely on Search, Images and YouTube throughout their shopping journeys, Google is redesigning its Shopping experience. In recent months, a number of social platforms have been introducing new ways for consumers to shop online and through mobile, similarly looking to bridge discovery and conversion ([see story](#)).



Gucci allows users to try on sneakers via mobile. Image credit: Gucci

Italian fashion label Gucci is taking another technology-forward step with the introduction of a "try on" augmented reality feature for its Ace sneakers on its mobile application, hinting at future fashionable uses of AR.

In addition to Gucci, luxury labels such as Balmain and Burberry have used AR to engage with tech-savvy consumers

in a variety of ways. However, Gucci's is one of the first applications that allows users to virtually try on luxury apparel and footwear, expanding the use of the technology ([see story](#)).



Guerlain's Rouge G comes in 450 different combinations. Image courtesy of Guerlain

French beauty label Guerlain is giving consumers tools to try on its cosmetics virtually through a partnership with Voir.

By using in-store iPads at Guerlain boutiques or the Voir mobile application, shoppers can see what they would look like wearing shades of the brand's products. Increasingly, beauty brands are looking to replicate the in-store counter trial in digital channels, looking to meet consumers where they are researching ([see story](#)).



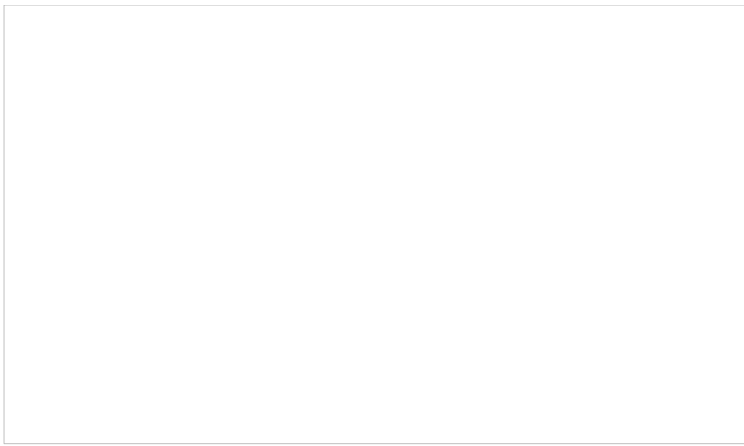
Mercedes-Benz Canada is testing consumers' hand-eye coordination. Image credit: Mercedes-Benz Canada

German automaker Mercedes-Benz issued a challenge to Canadians with a digital game that put their reaction time to the test.

The Pro Reaction Challenge was based on drills that professional drivers go through to improve hand-eye coordination. Connecting the online game with real-world driving, the winner of the test was able to take a hot lap around the Circuit Gilles-Villeneuve racetrack in a Mercedes ([see story](#)).

Italian fashion label Moschino is teaming up with Electronic Arts' studio Maxis to bring The Sims' video game motifs to apparel and accessories.

The popular franchise has inspired a line of merchandise from Moschino, including an item that will also be available for players to wear in the virtual universe. Moschino has sourced inspiration from a number of pop culture sources in recent years, from SpongeBob to My Little Pony ([see story](#)).



Polimoda offers new master class. Image credit: Polimoda

Florence-based design school Polimoda is launching a modern program in partnership with Brazilian digital media platform F*hits.

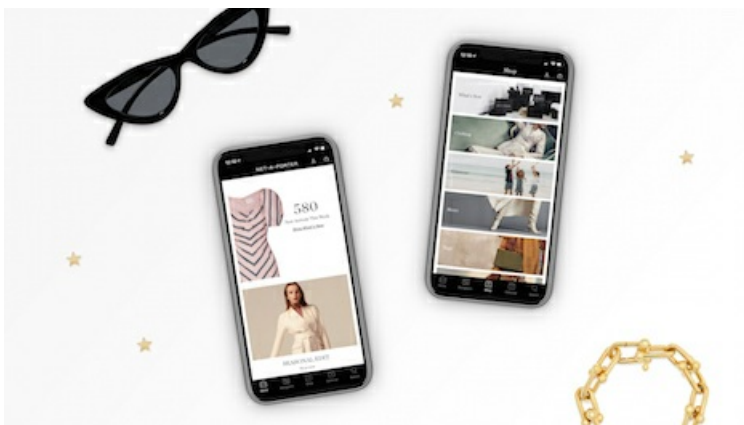
Founder of the platform and digital expert Alice Ferraz will act as the new mentor for Polimoda's Master in Fashion Marketing and Communications degree. The founder will guide students throughout their pursuit for the degree to have a full understanding of the modern digital industry ([see story](#)).



VistaGlobal has introduced a new private aviation platform. Image credit: XO

Flight solution provider Vista Global Holdings is launching a global jet digital marketplace, empowering clients to choose the best flying options for their needs through a centralized platform.

Dubbed XO, the new brand replaces Vista Global's XOJet and JetSmarter, and will offer travelers more flexibility in the realm of private flying while emphasizing digital solutions. It is the first major unveiling from Vista Global since the parent company of VistaJet acquired private aviation firm XOJet in September 2018 ([see story](#)).



Net-A-Porter updates its mobile offerings. Image credit: Net-A-Porter

Yoox Net-A-Porter is focusing on growing its mobile offerings with a renovation of its Net-A-Porter application.

The redesign will feature a richer ecommerce experience, in addition to editorial content. Net-A-Porter is touting an in-house design system named Hive that built on modular and reusable components to introduce updates easier and faster ([see story](#)).

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