

MARKETING

Top 10 multichannel efforts of Q2

July 12, 2019



Dior's Pink City pop-up in Macau. Image courtesy of Parfums Christian Dior

By STAFF REPORTS

Luxury brands are turning to experiential retail, installations, visual storytelling and other creative tactics to make an impression on today's multichannel consumers.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

From rethinking the luxury retail environment to telling stories through digital dining and art projects, brands are leveraging technology to enhance rather than detract from the human. A key element of recent multichannel marketing initiatives was surprise, as brands rolled out fashionable robots and giant connected installations to catch consumers' attention.

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

French fashion house Christian Dior immersed shoppers in a pink cityscape in a pop-up at T Galleria by DFS in Galaxy Macau.

The temporary Pink City outpost was designed as a branded microcosm, complete with a library, music hall, caf and flower shop. This first of its kind pop-up was intended to provide a form of retailtainment to shoppers through interactivity ([see story](#)).



Fenty is launching its first pop up in North America. Image credit: Fenty

LVMH-owned fashion label Fenty marked its recent debut with its first pop-up experience in the United States.

Led by Robyn Rihanna Fenty, better known as Rihanna, the maison launched in May with ready-to-wear, accessories and shoes. Through a temporary outpost at The Webster in New York, LVMH once again experimented with different strategies for Fenty ([see story](#)).



In France, guests can learn more about wine making. Image credit: Four Seasons

Hospitality group Four Seasons Hotels and Resorts is looking to inspire consumers to take time out of their busy lives and embrace new experiences with a new global brand initiative.

"Take Your Time" includes a new set of property experiences that require little time commitment, as well as an emotive collection of campaign films. Time itself is becoming a luxury commodity as today's affluents are increasingly time poor and constantly connected ([see story](#)).



Gucci is hosting a decor pop-up in Milan. Image courtesy of Gucci

Italian fashion label Gucci set up a temporary home for its decor line during Salone del Mobile in Milan.

The pop-up shop at 19 Via Santo Spirito housed the brand's furniture, porcelains and furnishings in a space that mixed for-sale Gucci items with repurposed vintage pieces. This store enabled Gucci to further its lifestyle image through its decor offerings ([see story](#)).



Hennessy highlights craftsmanship in latest TV spot. Image credit: Hennessy

LVMH-owned cognac brand Hennessy is leaning into television advertising spend with a new spot showcasing

craftsmanship, as spirit brands continue to focus on the small screen.

Hennessy tapped into the NBA Finals audience, which it feels offers widespread views as well as a cross segment of consumers. The spot focuses on craftsmanship, which is a continual theme for luxury brands, especially those in the spirits sector ([see story](#)).



Prada Linea Rossa will inaugurate in Highsnobiety's ecommerce endeavor. Image credit: Prada Linea Rossa

Publication Highsnobiety is tapping into its authority on trends in streetwear by beginning a journey into commerce, starting with a Prada collaboration.

Leaning into the new style of collections, with brands and fashion platforms dropping collections and curated product offerings as limited-editions, Highsnobiety is finding its place in retail. The new commerce initiative began on May 22 with Prada's streetwear collection, Linea Rossa ([see story](#)).



IWC is celebrating the 10th anniversary of its first flagship boutique in Hong Kong. Image credit: IWC

Swiss watchmaker IWC Schaffhausen is celebrating aviation and brand milestones with a cohesive multichannel campaign.

The brand's new film series follows the restoration of a Silver Spitfire plane, while a replica will be included in a special exhibition marketing the 10th anniversary of IWC's flagship boutique. Many luxury watchmakers, including IWC, have close relationships with the aviation industry ([see story](#)).



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

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](#)).



Tiffany's new concept shop in Tokyo on Cat Street. Image credit: Tiffany

U.S. jeweler Tiffany & Co. moved further into Japan with its first concept shop in the region, focusing on a playful expression of the brand.

Tiffany is looking to stand out amongst the crowd in the busy Harajuku region of Tokyo on Cat Street with futuristic architecture and a customized logo with the Tiffany blue. The store includes a variety of items such as jewelry and home accessories ([see story](#)).



VistaPet aims to make traveling with man's best friend easier. Image courtesy of VistaJet

Private aviation firm VistaJet is leaning on partnerships and services to differentiate its flying experience and brand, looking to simplify air travel for clients who are wealthy yet time poor.

With travelers spending so much time moving around the globe, VistaJet is seeking to turn the cabin into the extension of a family home, with services that focus on real needs rather than extravagance. Responding to a client need, the company is now extending its offerings to non-human family members with the launch of VistaPet, a global travel program that focuses on making pets feel more comfortable in the air ([see story](#)).