

MARKETING

## Top 10 luxury brand efforts of Q2

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*Net-A-Porter has launched Net Sustain. Image courtesy of Net-A-Porter*

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By STAFF REPORTS

Luxury labels are looking to the future by positioning themselves as inclusive, thoughtful and authentic in recent branding efforts.

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From providing access to experiences through a loyalty program to leveraging a shared cultural occasion, luxury brands tapped into consumer passions for marketing. Exclusivity is making way for broader appeals, with brands opening the door to a wider and younger audience through collaborations, new creative leadership and collection extensions.

Here are the top 10 branding efforts of the first quarter, in alphabetical order:



*BMW has released a Ramadan-themed campaign. Image credit: BMW*

German automaker BMW reflected on the global importance of family and community through a film campaign released to coincide with the Islamic celebration of Ramadan.

Shared by BMW Middle East, "Two Brothers" is a multigenerational story about family and forgiveness. While the setting is meant to connect with Muslim drivers, the campaign remains relatable for a wider reach ([see story](#)).



*Keira Knightley appears in a new campaign from Chanel. Image credit: Chanel*

French fashion label Chanel is exploring the delicate nature of time and memories with the help of famous women for its latest J12 campaign.

Chanel ambassadors including Keira Knightley and Liu Wen appear in a new video series, "It's All About Seconds." Every woman shares some of her favorite daily moments as well as her first memories of Chanel, reinforcing the timelessness of the house's creations ([see story](#)).



*Fenty's logo. Image courtesy of LVMH*

Conglomerate LVMH Mot Hennessy Louis Vuitton is working with Robyn Rihanna Fenty to create a new luxury house.

After working with the pop star, more commonly known as Rihanna, on a makeup line through its beauty subsidiary Kendo, LVMH is now expanding its relationship with her. Fenty will be molded in Rihanna's vision, with the musician overseeing everything from marketing to commercial strategy ([see story](#)).



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

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

The campaign, "Long Love #Fortnums," encouraged shoppers to share on social media how they refashion Fortnum's long-lasting products. The new 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](#)).



*Gucci has three new lipstick formulas. Image courtesy of Gucci*

Italian fashion label Gucci is continuing its unconventional approach with the launch of its new beauty line, the latest endeavor from creative director Alessandro Michele.

Since joining the brand in 2015, Mr. Michele has added his personal touches to Gucci's fragrances, relying on inventive digital campaigns to examine his unique perspective on beauty. The latest iteration of Gucci Makeup is the first cosmetics collection of Mr. Michele's tenure, extending his aesthetic to another entry-level category ([see story](#)).



*Net Sustain will feature eco-friendly fashion. Image courtesy of Net-A-Porter*

Online retailer Net-A-Porter is hoping to help shoppers indulge in sustainable fashion with the launch of a platform dedicated to environmentally conscious apparel and accessories.

Affluent consumers are becoming more interested in ethical and environmentally responsible fashion, but it can be challenging to know which brands are truly committed to sustainability. With the launch of Net Sustain, the retailer has designated 26 brands and more than 500 products that meet at least one of Net-A-Porter's sustainability criteria ([see story](#)).



*A cat shows off the rebranding of Jean Patou. Image credit: LVMH*

Previously defunct maison Jean Patou is continuing its resurrection with a rebranding, changing its name to just Patou.

Overseen by LVMH, Patou will move forward without the Jean portion of its name as well as new branding. The house now has a variety of social media accounts, where it is sharing the rebranding in a series of short playful clips ([see story](#)).



*Porsche is balancing driving with a digital detox in a new series. Image credit: Porsche*

German automaker Porsche is celebrating the power of the driving experience by encouraging fans to get in front of a steering wheel instead of a smartphone.

With automated features becoming more popular and traditional notions of ownership changing, the driving experience has also evolved. Through its "Gone Driving" digital series, Porsche reinforces the idea that driving a Porsche is an experience that cannot be replicated digitally ([see story](#)).



*Sofitel's Live the French Way campaign. Image courtesy of Sofitel*

Hospitality brand Sofitel Hotels & Resorts is leaning into its French heritage in a branding campaign centered on the nation's culture.

"Live the French Way" invites potential guests to discover the French lifestyle, from its design to its food. While the chain has expanded around the world to 40 countries, it is seeking to differentiate itself by focusing on its roots ([see story](#)).



*Sub-Zero Group is launching a new branding campaign. Image credit: Sub-Zero*

Kitchen appliance group Sub-Zero, Wolf and Cove is turning to a filmmaker to launch a new brand philosophy

centered on the shared experience of food.

"Live Deliciously" focuses on the intangible side of eating, as recipes and shared meals create memories and bonds. For the effort, Sub-Zero Group tapped documentary director David Gelb to capture content around the concept ([see story](#)).

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