

LUXURY DAILY AWARDS

Luxury Daily Awards announced by industry sector

December 20, 2019



The results are in. Image credit: Gucci

By STAFF REPORTS

Luxury brands are being forced to adapt amid changing consumer demands, driven in part by the rising purchasing power of younger generations.

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

Luxury Daily is recognizing the frontrunners who excelled at innovating in 2019, whether through digitized retail experiences, sustainability initiatives or lifestyle pushes aimed at an audience craving experiences.

Here are the Luxury Daily Award winners by sector for 2019:



Sienna Miller appeared in Gucci's 2020 cruise campaign. Image credit: Gucci

Apparel and accessories: Gucci

In 2019, Gucci successfully courted new demographics, including younger consumers. The label's marketing stood out with original concepts that leaned on subcultures and celebrities.



Porsche, which ranked first in sales satisfaction, has made a number of recent digital moves. Image credit: Porsche

Automotive: Porsche

Porsche has adapted to the changing automotive retail environment with a new showroom concept, ecommerce sales and subscription platform. The automaker has also made sustainability strides in 2019 with the launch of its first all-electric vehicle and the debut of a carbon offsetting program.



Hennessy partnered with recording artist Maluma. Image credit: Hennessy

Food and beverage: Hennessy

Hennessy has creatively marketed its cognac through efforts that aligned with filmmakers, sports stars and entertainment personalities. The spirits maker also spoke to multicultural audiences through programs, partnerships and initiatives.



Beauty is getting a high-tech touch. Image courtesy of SK-II

Fragrance and personal care: SK-II

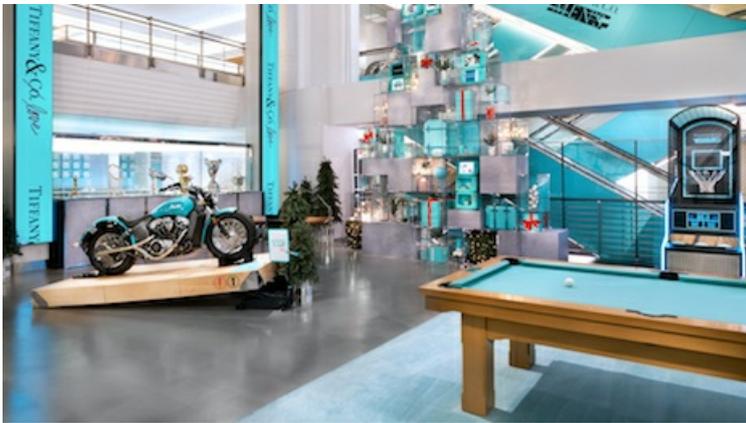
SK-II proved that skincare marketing need not be staid with a year-long push to educate consumers about its Pitera essence through comedy, music and art. The beauty brand has also been working to digitize the in-store skincare buying experience, allowing shoppers to get personalized suggestions in an independent purchase path.



Baccarat works with Lady M to open special dessert dining experience. Image credit: Baccarat

Home furnishings: Baccarat

In 2019, Baccarat built on its lifestyle positioning by aligning with food and beverage brands. The crystal label partnered with Lady M Cake Boutique on a cross-country food truck tour, launched a limited-edition bourbon bottle with Woodford Reserve and opened a new store concept that includes a coffee and cocktail bar.



Tiffany's Men's pop-up store next door to its soon-to-renovate flagship will give visitors a taste of what the new Tiffany retail experience will look like. Image courtesy of Tiffany & Co.

Jewelry: Tiffany & Co.

Tiffany reached out to a male audience this year through a new fragrance launch, jewelry collection and dedicated pop-up store. The jeweler also appealed to an audience seeking transparency and authenticity through sourcing information and marketing.



Vogue Business is launching a China edition on WeChat. Image credit: Vogue Business

Media/publishing: Cond Nast

Cond Nast extended its brands this year through business-to-business ventures and activations that went beyond the page or Web site. The publisher also invested in new media, including video, reaching followers across more platforms.



Neiman Marcus The Art of Fashion campaign. Image credit: Neiman Marcus

Retail: Neiman Marcus Group

Neiman Marcus Group embraced the evolution in retail with an investment in secondhand retailer Fashionphile. The retail group also brought its flagship brand to New York and launched new curated collections based on emerging consumer trends.



Marriott is getting rid of single-use plastic toiletry bottles. Image courtesy of Marriott

Travel and hospitality: Marriott Luxury

Marriott International's luxury brands have worked to speak to the purposeful traveler, whether through sustainability initiatives such as phasing out single-use toiletries or tackling food waste. This year, Marriott has also further diversified with more offerings in home-sharing and branded residence openings.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.