

MARKETING

Luxury brands lead consumers into the new year with resolution guidance

January 2, 2020



Luxury brands are ringing in the new year. Image credit: Mot & Chandon

By STAFF REPORTS

As consumers seek to improve themselves in 2020 through resolutions, luxury brands are looking to assist them in meeting their goals and making their own pledges.

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Some companies took to social media to tout the ways in which they are striving to do better, while others served up suggestions for consumers to ramp up their wellness or lifestyles. Offering this help is a means for brands to connect with consumers over shared, personal aspirations.

Resolution help

Tiffany & Co. posted a series of its own resolutions, which center on the brand's sustainability efforts. This includes its work to build a diverse workforce, grow its energy efficiency and make diamond buying more transparent ([see story](#)).

[View this post on Instagram](#)

We promise to plant a seed of hope. Here's to more clarity in 2020 #TiffanyResolutions Down-to-Earth. To help end the loss of essential forest ecosystems, we set a goal in 2015 to remove commodity-driven deforestation from key supply chains by 2020. To work toward this goal, we partnered with the Rainforest Alliance to create our Sustainable Wood and Paper Sourcing Guidance. Leave your resolutions below and discover more via the link in bio. #TiffanySustainability

A post shared by Tiffany & Co. (@tiffanyandco) on Dec 29, 2019 at 4:00am PST

Instagram post from Tiffany & Co.

Lexus highlighted how its vehicles fit into popular New Year's resolutions, such as going on more adventures and being more organized.

Go on more adventures? Carpool to work? Keep your car clean? Which #NewYearsResolution are you going to fulfill this year in your Lexus? pic.twitter.com/1ElQZMAXji

Lexus (@Lexus) **January 1, 2020**

Tweet from Lexus

Similarly, Lagos highlighted its compass jewelry with a resolution to "explore more."

In a branded touch, Mot & Chandon posted a single resolution that calls for "more celebrations and more Champagne."

Inviting consumers to "be bold," Harry Winston promoted its candy colored cocktail rings.

With fitness a key priority for many individuals heading into the new year, Nordstrom and Saks Fifth Avenue both pointed to their selections of workout gear on Instagram.

Ralph Lauren asked the faces from its holiday campaign to share their personal resolutions, which ranged from a desire to be closer to family to baking more cookies.

The cast from our Holiday campaign shares their New Year's resolutions <https://t.co/Y6KJl3neHq#EveryMomentIsAGift> pic.twitter.com/paSn40WTMI

Ralph Lauren (@RalphLauren) **January 1, 2020**

Tweet from Ralph Lauren

The branded resolutions reflected the prominent trends driving consumer behavior, from wellness and fitness to seeking out values and responsibly made products.

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