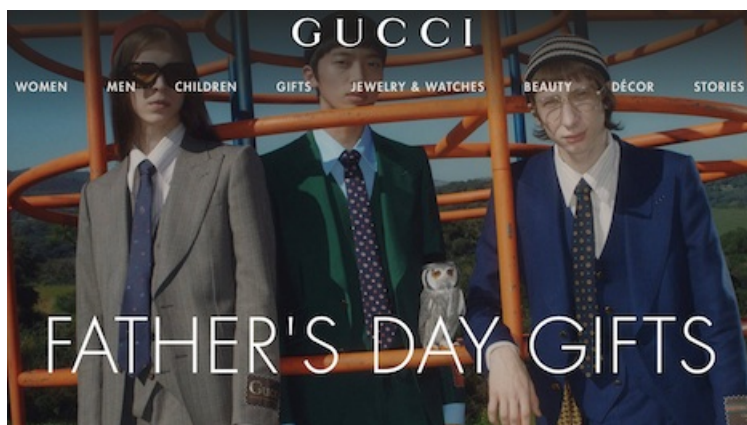


MARKETING

## Luxury brands suggest classic gifts for Dad in complicated times

June 4, 2020



Gucci promotes fashion and leathergoods for Father's Day this year. Image credit: Gucci

By DIANNA DILWORTH

Father's Day is around the corner and luxury marketers are running digital campaigns to boost sales at a time when retail is suffering and cities across the United States are experiencing unrest.

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This year, brands are relying on upbeat simple messages promoting classic luxury items as a way to celebrate the holiday despite these difficult times.

"Luxury brands seem to be taking a straightforward, product-focused approach to Father's Day gifting, no overarching messaging," said Cheryl Dixon, strategic communications consultant and adjunct professor at Columbia, New York. "Intentional or not, given our current environment, that is right on point."



FRAGRANCE  
FOR HIM

DISCOVER



GROOMING  
FOR HIM

DISCOVER

Chanel suggests fragrances and grooming items for Father's Day gift ideas. Image credit: Chanel

Father's Day takes place in the United States on June 21, also the first day of summer. As states scramble to reopen, brands and retailers are hopeful that nice weather and a holiday will give consumers a chance to leave their homes and embrace the commercial world.

Chanel is using children's drawings in its emails and Web site marketing to lighten the mood and promote men's fragrances and grooming care, which are simple soothing gifts for a time when consumers are splurging on little things to make life at home more bearable.

"Chanel's page features children's drawings of iconic products, the same theme used last year," Ms. Dixon said. "It lends a whimsical, fun touch to the visuals, though I would have liked to see the story behind the drawings and the young artists that drew them."

Chanel is suggesting Allure Homme Sport Eau de Toilette Spray for \$97 or Bleu de Chanel shaving cream for \$60.

Gucci has created and emailed a [Father's Day gift guide](#) promoting ties, summer shirts, leather goods, sunglasses, hats, footwear and cufflinks among other items. Men's Gucci Tennis 1977 Sneaker go for \$630 and an Ophidia Mini GG wallet for \$420.

Cartier is promoting watches and cuff links in its curated Father's Day [homepage](#).

Harrods suggests a [Tom Ford Patchouli parfum](#) for \$187 on its ecommerce site.

"Year after year, our love and appreciation for Dad only get stronger," said an email promotion for Father's Day from Nordstrom called "One Cool Dad." "So we've gathered the perfect gift ideas from Gift Cards to presents at every price to celebrate him in style."

Dior calls shoppers to "display your love and admiration for him in letters of fire."

"Dior's Father's Day landing page features beautiful imagery though it is product-focused, it is highly stylized with a Letters of Fire theme," Ms. Dixon said.



Harrods is marketing Tom Ford parfum as a treat for Dad this year. Image credit: Harrods

## State of retail

Retail has been hit hard by the coronavirus pandemic, and the outlook is uncertain as unemployment levels remain high and the stock market continues to fluctuate.

Even among affluent consumers, some are feeling gun-shy about spending when the present is full of civil unrest and the future is uncertain. Luxury stores being looted is not helping to entice shoppers out of their homes.

But with bricks-and-mortars beginning to open this month, retailers are looking for ways to drive shoppers back into stores to make up for the loss from the dominant retail channel.

Holidays such as Father's Day offer brands an excuse to lighten the mood and promote gift-giving at a time when consumers need to hear positive messaging.

For example, Ralph Lauren's ["Family is Who you Love"](#) campaign, an update from last year, is family-focused.

"It celebrates diverse families and what makes each of them unique with a short film," Ms. Dixon said. "Though the

models are, of course, wearing Ralph Lauren fashion, there is no conspicuous gift-guide."

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