

SPORTS

Most luxury brands shy away from Super Bowl

February 8, 2021



Tiffany's Vince Lombardi trophy. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

Luxury brands still made their presence known on Super Bowl Sunday, even as most did not run traditional advertisements during the game held on Feb. 7.

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Fashion labels including Gucci and Givenchy dressed some of the night's performers. Meanwhile, automakers who had recently debuted in commercials for the Big Game including Audi and Porsche sat out the 2021 championship.

Super Style

Halftime performer Abel Tesfaye, better known by his stage name The Weeknd, wore custom pieces by Matthew M. Williams, creative director at French fashion house Givenchy. The pieces included a red suit jacket hand-embroidered with crystals.

Singer Miley Cyrus wore custom Gucci for her pre-game performance. Appearing in a filmed tribute to frontline workers, national youth poet laureate Amanda Gorman wore a jacket from Italian fashion label Moschino's spring 2021 line.

[.@theweeknd](#) wearing custom designed pieces by Creative Director Matthew M. Williams, for his performance at the [#SBLV Halftime Show](#). pic.twitter.com/LMCnqUDwOW

Givenchy (@givenchy) [February 8, 2021](#)

The Weeknd wore custom Givenchy

After the final whistle, the Tampa Bay Buccaneers hoisted the Vince Lombardi Super Bowl trophy. U.S. jeweler has crafted the 22-inch silver trophy since the first Super Bowl in 1967 in a process that takes 72 man hours during the course of four months.

The pandemic has complicated commercial productions and made it more challenging for luxury brands to strike

an appropriate tone, particularly in front of such a large and diverse audience as the Super Bowl. As a result, many prior participants opted out of Super Bowl LV.

Toyota Corp's Lexus exchanged the highly coveted Super Bowl broadcast space for YouTube marketing opportunities.

Instead of having a TV commercial during the game, the automaker had have a significant presence within the YouTube masthead for its new 2021 IS sport sedan. With YouTube masthead, Lexus was able to showcase its campaign in a native video-based ad format that appeared in the YouTube Home feed across desktop, mobile and TV devices ([see story](#)).

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