

MARKETING

Brands get silly and stylish for April Fools' Day

April 1, 2021



Tiffany & Co.'s new look, just in time for April Fools' Day. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

Several luxury brands are celebrating April Fools' Day with good-natured jokes ranging from brand changes to helmets for bugs.

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Abandoning an iconic brand color, a car without turn signals and a helmet for bugs are a few of the faux-products and strategies brands are implementing on the foolish holiday. LVMH-owned Tiffany & Co. paved the way and the day for other brands' shenanigans with a crucial morning announcement involving the color yellow.

A helmet for bugs and other things that make sense

This morning, Tiffany & Co. announced out with the old and in with the new, the old being its culturally revered and brand-signifying robin's-egg blue and the new being an electric yellow the color of a marshmallow Peep.

Consumers who took the announcement as legitimate did not seem thrilled with the color change.

Saves bugs fast. pic.twitter.com/6Pk1mbi9dE

Porsche (@Porsche) [April 1, 2021](#)

Over at Porsche, the German automaker finally gave consumers what they have been desperately asking for: a helmet for bugs.

In a short video, Porsche shows the meticulous design and thought that went into the helmet specifically fit for insects. Consumers excitedly await the apparent product's drop in 2022.

Not to be outdone, BMW decided to announce it is removing a feature most consumers can agree is obsolete, turn signals. In a vignette, the German automaker explains that with fewer parts they will have a smaller carbon footprint, and that all BMW vehicles will be shipped without turn signals starting in 2022.

As the hours go by, it will be entertaining for consumers to identify other pranks and gauge one another's reactions to brands' silly social media posts from today.

This is not the first year luxury brands have decided to be funny.

In 2019, new logos, voice-activated bags and holographic watches were a few of the ways luxury brands leaned into the playful holiday on social media. British watchmaker Bremont was one of many brands who also leveraged their email subscriber list to share pranks ([see story](#)).

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