

MARKETING

Luxury brands offer emotive campaigns ahead of Mother's Day

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Chanel No. 5 wrapped by a child. Image credit: Chanel

By NORA HOWE

Luxury fashion and jewelry houses are turning to sentimental marketing campaigns and themed gift guides for Mother's Day.

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In the U.S. alone, Mother's Day spending is total a record \$28.1 billion, up \$1.4 billion from 2020, according to the [National Retail Federation](#) (NRF). As retail begins a steady rebound and experiential spending remains limited, luxury brands are hoping meaningful and creative Mother's Day campaigns will boost sales.

"Mother's Day is a big opportunity for luxury brands this year," said Pamela Danziger, president of [Unity Marketing](#), Stevens, PA. "Overall Mother's Day is historically the second biggest gifting holiday after Christmas.

"While flowers and chocolates are the typical Mother's Day choices, gift givers are likely to go bigger this year with more indulgent and extravagant remembrances for moms after the pain of separation and stress caused by the pandemic," she said. "They will be looking across more categories for gift selections that communicate their 'I care' message."

Motherly moments

After a year when many could not see family as much as they wanted amid the COVID-19 pandemic, some luxury brands are leaning into the emotion with sentimental Mother's Day efforts going beyond email campaigns.

U.S. fashion label Carolina Herrera shared a sentimental animated short encouraging viewers to call their moms. The minute-long film shows a young woman who keeps putting off calling her mother back, and instead prioritizing work, friends and watching television.

Carolina Herrera has an important message

Ultimately, photos of the young woman and her mother appear on her phone. The woman decides to text her mother back, but stops and calls her instead. The text "time is the most precious gift" appears on the screen.

In another sweet touch, French fashion label Chanel has revived its playful 2020 Mother's Day, showcasing gifts such

as perfumes, lipsticks and more as interpreted by crafty children. While the campaign is far from the glamorous marketing usually associated with Chanel, it still [SOMETHING].



Chanel lets children handle the gift wrapping. Image credit: Chanel

The Natural Diamond Council's (NDC) digital brand Only Natural Diamonds recut a campaign film starring brand ambassador and actor Ana de Armas to showcase a moment with her mother, highlighting the close bond. Ms. de Armas was tapped as the brand's ambassador in September 2020 ([see story](#)).

Only Natural Diamonds for Mother's Day

In a philanthropic effort, L Catterton-owned jeweler John Hardy is celebrating Mother's Day by donating 20 percent of proceeds from its birthstone reversible chain and pull-through bracelets, which start at \$725 and \$225, respectively, to [Every Mother Counts](#), an organization that helps makes pregnancy and childbirth safe for every mother by providing women with the resources they need to thrive.

Fashion and jewelry are popular gifts for Mother's Day, celebrated in the U.S. this year on May 9, with the NRF reporting that record spending on jewelry accounts for 59 percent of the year-over-year increase in holiday sales.

The wide availability of potential gifts also encourages brands to highlight a range of goods, from more accessible products such as lipsticks to more extravagant choices such as luxury handbags. With the growth of ecommerce, many luxury brands are turning to email marketing and online gift guides to tout selections.

Last month, Italian fashion house Gucci issued its Mother's Day gift guide, which includes a curated collection of products, such as the Gucci Horsebit 1955 mini bag, GG Marmont multicolor small shoulder bag, GG multicolor cotton scarf, GG multicolor wool cotton cardigan and more.

Online, Gucci encourages mothers to take a [quiz](#) to choose their own gifts.

French fashion house Louis Vuitton also issued its gift guide in mid-April, which includes a variety of handbags, apparel items, jewelry and more. The brand launched an interactive Mother's Day [gift finder](#) on its ecommerce site, which helps consumers pick out the right gifts for their loved ones.

Similarly, Italian fashion house Salvatore Ferragamo utilized email marketing to promote its [Mother's Day edit](#) and gift guide.

Jewelry driving sales

Record spending on gifts of jewelry and electronics are the primary drivers of the increase in spending, according to NRF. Jewelry accounts for over half (59 percent) of the \$1.4 billion increase in spending while electronics accounts for more than a quarter (28 percent).

Los Angeles-based jeweler Jacquie Aiche offers a 14-karat yellow, rose or white gold diamond "MAMA" necklace which retails for \$5,750.

Similarly, New York-based jeweler Jennifer Fisher is promoting a gold and diamond customizable 5-letter cuff for \$5,300.

Consumers ages 25 to 34 are also contributing to the increase in Mother's Day spending, as these shoppers plan to spend \$367.08 on average or \$99 more than last year.

This group is also the most likely to be planning gifts of higher dollar items like jewelry or electronics. In addition to buying gifts for their own moms, these shoppers are more likely to be buying for spouses and other recipients like

grandmothers or friends.

"People will be remembering not just their mothers and grandmothers, but all the important mother figures in their lives: friends they lean on for advice; teachers and caregivers who have guided them and their families through these trying times; co-workers they miss; and other important women in their lives," Ms. Danziger said. "And gift givers will be picking different kinds of gifts for each of these different 'mothers.'"

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