

MARKETING

From house heritage to creative storytelling, luxury keep podcasting

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"The Veuve Clicquot Tales" centers on the life of Madame Clicquot. Image credit: LVMH

By KATIE TAMOLA

When it comes to reaching consumers in 2021, many luxury brands have recognized the benefits of audio.

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Across sectors, luxury marketers have delved into the podcast world to create a wide range of podcast series, from historical to whimsical and beyond. With 116 million U.S. consumers listening to a podcast on a monthly basis in 2021, according to Edison Research and Triton Digital, there is clearly a market to attract listeners.

"Podcasting has experienced a huge boom within the past few years and brand advertisers are jumping on podcasts like crazy," said Jonathan Harrop, vice president of global marketing and communications at [AdColony](#), Dallas.

"With mobile app spend growing larger every year, advertisers should look towards different strategies where they can connect with consumers."

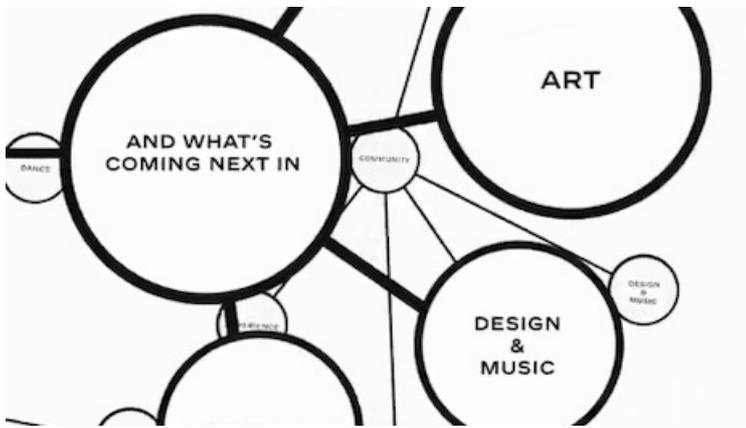
Is this thing on?

Podcasts are easy, accessible and can be listened to while working, relaxing or contemplating specific subject matter.

From Chanel and Dior to Mandarin Oriental and Four Seasons Hotels & Resorts, luxury brands are leveraging podcasts as an affordable marketing tool.

Chanel is one of many fashion brands that has made a space for itself in the world of podcasts.

In 2017, the French label launched [3.55](#), a podcast that examines fashion and culture with artists and friends of the house.



The latest season of the Chanel podcast explores the future of culture. Image credit: Chanel

Since its inception, Chanel's 3.55 podcast has explored different topics including the label's traveling Mademoiselle Priv exhibition, its iconic handbag collection and international art and film festivals. The latest season, dubbed Chanel Connect, features people from the worlds of art, fashion and more reflecting on how cultural institutions will adapt to a post-COVID world (see story).

Balmain, Chaumet, Dior, Ferragamo Gucci are among other luxury brands experimenting in the podcast space. Podcast topics vary, from exploring a house's heritage as is the case in the Balmain series hosted by creative director Olivier Rousteing (see story) and Chaumet's Virtuoso Conversations (see story) or drawing attention to societal causes that are closely tied to a brand.

For instance, French fashion label Jean Paul Gaultier celebrated the LGBTQI+ community through its new podcast, "Les Enfants Terribles," which is available on IGTV, Spotify and YouTube.

The podcast features several conversations with LGBTQI+ creatives and leaders, including burlesque artist Allannah Starr and singer-songwriter Bilal Hassani, about their unique pandemic experiences (see story).

Several brands are looking outside the box in their audio offerings, hoping to inspire the next generation of loyal consumers and fashion leaders through their audio offerings.



Fortnum & Mason is among the high-end retailers with a podcast series. Image credit: Fortnum & Mason

Last year, LVMH introduced its "Tips to the Top" limited-run podcast, which presented the career itineraries of 12 women from the group's maisons. In the series, the women leaders discussed their professional growth and pivotal moments in their careers (see story).

Not only are podcasts available for nearly every possible interest, but overall listenership also appears to be steadily increasing.

Edison Research and Triton Digital found that in 2021 56 percent of U.S. consumers between the ages of 12-34 listen to at least one podcast per month, compared to 49 percent in 2020.

Research also found that 80 million Americans are weekly podcast listeners, outnumbering the 69 million Netflix account owners in the U.S.

Reaching new audiences

Podcasting is not only for luxury brands in the fashion and jewelry sectors.

Automakers including Rolls-Royce, BMW and Lexus ([see story](#)) have introduced podcasts exploring various related subjects, from the development of a new vehicle ([see story](#)) to the music industry ([see story](#)).

With its "Fantastic Stories" series, hotel group Mandarin Oriental recently decided to lean on the original root and goal of podcasts: storytelling.

With four short stories narrated by authors, viewers are taken on four emotional journeys with one recurring character: Mandarin Oriental ([see story](#)).

Meanwhile, LVMH-owned jeweler Tiffany & Co. ([see story](#)) and U.S. beauty brand Este Lauder ([see story](#)) have both entered advertisement agreements with the *New York Times*' content studio T Brand for branded audio segments airing on the Modern Love podcast.

No matter how young or established a brand, podcasting is a route worth exploring.

"If you're a startup brand looking for grassroots brand awareness, podcasts are an interesting experiment," Mr. Harrop said.

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