

SPORTS

Luxury positions fashionable foot forward for Super Bowl

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The Dolce & Gabbana Play My Game Super Bowl capsule. Image courtesy of Dolce & Gabbana

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From luxury automakers to retailers, marketers are hoping to capture consumers' attention ahead of this year's Super Bowl on Feb. 13.

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German automaker BMW has landed a coveted commercial spot during the game, while several fashion labels and retailers are celebrating the championship with sportswear-inspired capsule collections. With the biggest television audience of the year, the Super Bowl remains a major opportunity for brands and marketers do not hesitate to enlist big names to stand out with entertaining campaigns.

"After a long two years, affluent consumers like most others are ready for fresh messaging that is not centered around the pandemic," Dave Kelly, CEO of [AnalyticsIQ](#), Atlanta. "These viewers are ready to move closer to normal living, so advertising should reflect that sentiment.

"Our data suggest certain audiences of individuals that are likely to tune in to the big game are highly affluent and have a propensity for luxury brands," he said.

Luxury blitz

While luxury may not have the strong relationship to American football as it does with other sports, the Super Bowl remains in a league of its own.

This year's Super Bowl LVI is expected to see record viewership and, according to [AnalyticsIQ](#), a quarter of football watchers have above-average household incomes.

"A Super Bowl ad is a massive hammer meant for brands that have products and services with a broad appeal, so an ad will reach many people including affluent consumers," said Matt Voda, CEO at marketing analytics platform [OptiMine Software](#), Minneapolis.

Sparing no expense, BMW has gone full Hollywood for its Super Bowl campaign. It follows Austrian-American actor, and former California governor, Arnold Schwarzenegger as the mythical god Zeus.

Arnold Schwarzenegger is electrified in a new BMW teaser.

In a teaser, Zeus' body is electrified, a nod to BMW's electric offerings, after his name is mispronounced at a coffee shop. The teaser ends with the date of the Super Bowl, garnering consumer curiosity and excitement.

BMW also released another snippet of its Super Bowl content with Mr. Schwarzenegger alongside Mexican-American actress Salma Hayek, who plays the Greek goddess Hera in the effort.

The BMW iX helps Zeus feel connected to his relinquished powers

In the comical and endearing spot, the couple tries to acclimate to retired life without their powers. To help ease the transition, Hera introduces the BMW iX to Zeus, helping him feel electric.

The effort marks BMW's first commercial during the Super Bowl since 2015.

The game's location in Los Angeles, a key luxury market, is also proving enticing to affluent football fans.

Following a transportation theme, private aviation company Magellan Jets is once again providing the ultimate Super Bowl viewing experience. The company has collaborated with DIRECTV, Maxim and unKommon Events on an exclusive package beginning with a trip to Los Angeles on a private jet.

Travelers will then enjoy four nights at The Maybourne Beverly Hills, music events with artists 50 Cent and The Chainsmokers, two lower end zone game tickets with pre-game hospitality and travel to and from the game. Pricing begins at \$225,000.

Other high-end brands are looking to put a fashionable twist on the championship, even enlisting professional athletes.

In celebrating the ever-growing intersection between fashion and sports, retailer Saks teamed up with 28 brands for its new Game Day capsule, offering an extensive range of merchandise with a focus on menswear. Saks promoted the launch with a digital campaign starring NFL wide receiver Jerry Jeudy ([see story](#)).

Similarly, Italian fashion house Dolce & Gabbana partnered with U.S. retailer Neiman Marcus Group with an exclusive Play Your Game collection. The men's collection includes bowling shirts, Bermuda shorts, fabric bombers and polo shirts while the women's collection offers lace pieces, mini dresses, shorts and neoprene sweatshirts.

The Play Your Game collection features a special Dolce & Gabbana exclusive label and is now available at Neiman Marcus locations and its ecommerce site.

Meanwhile, Italian fashion label Gucci commemorated its new pineapple collection by hosting a private launch party with *GQ Sports* ahead of the Super Bowl.

Kicking off the celebrations, Arizona Cardinals wide receiver DeAndre Hopkins, *GQ* global editorial director Will Welch and DJ Hunecut hosted an A-list cocktail party at Gucci Osteria da Massimo Bottura in Beverly Hills on Feb. 9 ([see story](#)).

Forgoing the ad spot

At stake for the Los Angeles Rams and the Cincinnati Bengals is the Lombardi Trophy, which is crafted by LVMH-owned jeweler Tiffany & Co.

The U.S. jeweler has been crafting the 22-inch silver trophy since the first Super Bowl in 1967 in a process that takes 72 man-hours over the course of four months ([see story](#)).

In 2017, Tiffany & Co. debuted a new fashion jewelry collection during a 60-second television spot during Super Bowl LI. The commercial featured singer Lady Gaga, who also performed during the halftime show that year ([see story](#)).

In the years since, the jeweler has returned to the sidelines of the Super Bowl, with the exception of the Lombardi Trophy, underscoring that the multi-million-dollar commercial spots may not be worthwhile for all luxury brands.

Regardless of how luxury brands are spotlighting their products, services and events during the Super Bowl, the effect is often palpable.

"The question is whether the brand wants to pay such a premium to reach a lot of less affluent consumers who clearly aren't in their target market," Mr. Voda said. "So, this would narrow down the options a bit and may require

that the brand consider more targeted options that can still be run during Super Bowl viewing but reach a more defined audience.

"In most cases, a luxury brand that is running a linear TV Super Bowl ad may be wasting a lot of money on reach that misses the mark."

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