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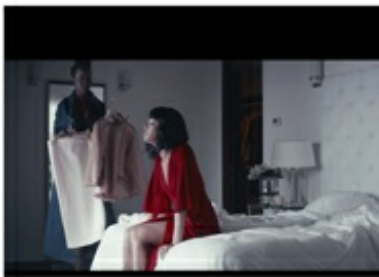
Top 10 luxury brand social videos of Q1

April 8, 2013

miu miu

THE FASHION SHOW THE CAMPAIGN THE WOMEN'S TALK MIU MIU MUSEUM STORE LOCATOR

"The Door"
The Women's Tales #3
By Ana DeVertuyf



By ERIN SHEA

Luxury marketers pushed their new collections and brand identities through social videos during the first quarter of 2013.

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New spring/summer collections videos seemed to pop up every day, so marketers had to give their videos a creative narrative to keep consumers' attention. The most effective social videos were those with fresh story lines that effectively showed off a brand or product.

Here are the top 10 luxury brand social videos of the first quarter of 2013, in alphabetical order:



Beverly Wilshire's Welcome to Beverly Wilshire - Beverly Wilshire, a Four Seasons Hotel

in Beverly Hills, CA, flaunted the location of its property through a lifestyle social video that gives consumers a quick look into what the hotel has to offer.

The three-minute video goes through a range of activities that guests can experience while staying at the hotel.

The video begins with a couple arriving at the Beverly Wilshire hotel property through the hotel's chauffeur service. It continues with the couple enjoying the hotel's amenities.

The Beverly Wilshire is located near Rodeo Drive in the Beverly Hills area of Los Angeles, which is showcased by the shopping in the video and the apparent nice weather as the couple is shown at the hotel's pool.

Welcome to Beverly Wilshire, A Four Seasons Hotel



Bulgari's Dvels - Italian jeweler Bulgari tapped masculinity in a short film featuring Australian actor Eric Bana to push its Man Extreme fragrance.

The 60-second video titled "Dvels The Film" shows Mr. Bana's toughness as he does not back down when confronted by wild animals.

Mr. Bana is shown walking through an Italian-style building with columns.

As he walks through the hallway, the contrasting areas of shadow and light help add a visual dynamic to the black-and-white film.

Mr. Bana continues to walk as a snake slithers on the ground, a lion roars and appears before him, and a large bird of prey looks down at him from the sky.

However, the animals do not bother him when they each confront him. The snake slides past him, the lion roars and continues walking by and the bird flies away.

Embedded Video: <http://www.youtube-nocookie.com/embed/or9g015M3fs>

Dvels - The Film



Chanel's Chanel and the diamond - French fashion house Chanel touted the history of its jewelry collections via the third chapter of the Inside Chanel video series.

Chapter three titled “Chanel and the Diamond” tells the story of how Gabrielle Chanel revolutionized the world of high jewelry when she introduced the “Bijoux de Diamants” diamond collection.

Chanel and the Diamond video runs more than three minutes long and details the history of the Bijoux de Diamants collection.

After the narrator gives a short background of the diamond and Ms. Chanel, the video then talks about her style and reinvention of how diamonds should be worn.

The story of her collection comes to an end by stating that although the diamond collection was Ms. Chanel’s only high-jewelry collection, it changed the way diamonds are used today and inspired the brand’s current designs.

Chanel and the diamond - Inside Chanel



Christian Dior's Miss Dior La Vie En Rose - French label Christian Dior flaunted its Miss Dior fragrance through a short film starring longtime ambassador Natalie Portman.

The 60-second video titled “La Vie En Rose” was directed by Sofia Coppola. It starts off with Ms. Portman playing in a fountain as her love interest comes to greet her in the fountain.

The video tells the story of a happy couple in love. Ms. Portman is shown frolicking around in a garden full of pink flowers.

Miss Dior - La vie en rose



Fendi's Peplum People - Italian fashion house Fendi showcased the modern notes of its spring/summer 2013 collection in a light-hearted video by creative director Karl Lagerfeld.

Mr. Lagerfeld’s “Peplum People” depicts two women who each wear three different looks from the new collection during the two-minute-30-second mini film.

The entire Peplum People mini film is set to a tribal soundtrack that transitions the story

from day to night.

The video starts off by showing the models' footwear as they stroll along a road on the coast of Saint-Tropez, followed by shots of their outfits.

As the models talk animatedly, they are soon distracted by two men walking by in ancient Roman battle get-ups.

The men and the women eventually meet the men again at the pool during the day and then one more time at night when the characters are in evening wear.

Embedded Video: <http://www.youtube-nocookie.com/embed/6MIKZNVUeY8>

Peplum People



Givenchy's Le Rouge - French fashion house Givenchy bolstered its Le Rouge campaign through a branded social video that features apparel and beauty products.

The "Le Rouge Givenchy" video brings the focus to the brand's campaign for approximately 90 seconds.

Givenchy's leather apparel and brightly-colored beauty products are shown off in the social video.

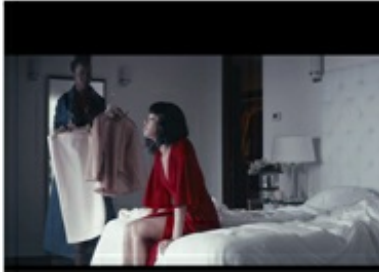
Products and make up are shown on a model from multiple view points as electronic music plays.

Then, the tubes of lipstick are shown on their own. The lipstick tubes moved around and create a "G" shape.

The video ends as it cuts to a screen that reads "Le Rouge Givenchy" and the music stops.

Embedded Video: <http://www.youtube-nocookie.com/embed/SVxfKPPc9og>

Le Rouge Givenchy



Miu Miu's The Women's Tales - Prada-owned Miu Miu flaunted the power of femininity and its products through a series of short-films titled "The Women's Tales."

The fifth addition to the series is titled "The Door" and shows the power of female friendship around a central theme of changing emotions by changing attire.

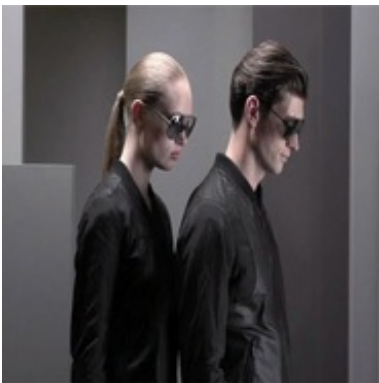
The story is told through emotions portrayed by the actors and music since there is no dialogue.

The female lead in the story is shown going through a hard-time in her life as her friends show up at her door to try to cheer her up, while picking out new outfits for her.

Each time the main character changes clothes from her original attire, her mood lifts.

The short film directed by Ana DuVernay was created to show the transformative power of feminine bonds and the symbolic story of life change through a change in attire.

[Click here to view The Door on Miu Miu's Web site.](#)



Porsche Design's behind-the-scenes movie - Porsche Design Studio pushed its spring/summer collection via a short movie that details the fashion photography shoots with behind-the-scenes views.

The 90-second video showcases the collection worn by two models and goes the behind the scenes of the campaign.

The video begins with a quick back-and-forth shot of the models walking into the screen to show off the new collection. The video slows down a bit to add to the drama-factor of the movie.

The movie has a quick transition between shots, but some shots of the models wearing the apparel are slowed down to showcase the details and design.

Also, the creative team is shown playing around and laughing with each other to give the video a playful and truly backstage view.

Embedded Video: http://www.facebook.com/video/embed?video_id=612983748717220

Porsche Design Fashion spring/summer 2013 - the movie



Prada's Candy L'Eau film - Italian fashion house Prada engaged its digital audience with a short film that tells the story of a love triangle involving a character named after a fragrance.

The label pushed the desirability of its Candy L'Eau scent by naming the female protagonist after the fragrance.

The lead character Candy played by Léa Seydoux is a young woman in Paris who is being pursued by two men – Rodolphe Pauly as Julius and Peter Gadiot as Gene – who are best friends.

The film was directed by Wes Anderson and co-directed by Roman Coppola. The Directors Bureau Los Angeles produced the film, with Darius Kondjhi serving as director of photography.

The finished film combines three episodes that show the first time all three characters meet, how the men pursue Candy and her candid opinions of both men. A quick commercial for the new fragrance is shown at the end of each episode.

Prada Candy L'Eau



Tod's The making of an icon - Leather goods maker Tod's pushed the D.D.Bag in a video that brought awareness to its design process as well as the brand's Italian roots.

The animated film by Italian artist Mauro Seresini shows butterflies that are born from pattern paper and brings viewers along as the insects gather tools to make handbags.

The two-minute video begins as a paper butterfly is removing itself from a larger piece of pattern paper. Other butterflies join it and fly over a city that constructs itself from the pattern.

Along their journey, the butterflies make stops around the world to get supplies to create the handbag.

Then, the butterflies assemble the bag after gathering the supplies.

The final product is shown as the video ends.

Embedded Video: <http://www.youtube-nocookie.com/embed/n3xxw4rt7NE>

Tod's D.D. Bag - The making of an icon

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/fAYWty1faOA>

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