

INTERNET

Top 10 luxury brand social videos of H1

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By ERIN SHEA

During the first half of 2013, luxury marketers used social videos to tell the stories behind their products and give life to campaigns.

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Marketers used videos to show off new collections, explore their history and convey personalities. The most effective videos were those that went beyond seeming like a typical television commercial and told a story to give consumers an inside view of the brand.

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



Alfred Dunhill's Man at Sea – British menswear label Alfred Dunhill celebrated its

masculinity and pushed aspirational qualities through a film in its Portraits of Achievement series that features British sailor and Olympic champion Lain Percy.

The four-minute film titled “Man at Sea” depicts Mr. Percy’s passion for sailing and Dunhill’s passion for masculine achievements. The film reinforces the brand’s masculinity and may help Dunhill build a stronger emotional connection to its audience.

The video begins with an overhead shot of a boat in the sea as Mr. Percy starts to tell his story.

The story continues as the film contrasts close-up shots of Mr. Percy working with his boat to overhead shots of the boat and the sea.

Mr. Percy continues to explain the frustration of not being able to predict the sea and that the sport of sailing comes down to luck.

The video ends on a more serious note when Mr. Percy says that although he has lost friends who were good sailors out at sea, he does not feel vulnerable when he is sailing.

Embedded Video: [//www.youtube.com/embed/2Ayu95SRU8E](http://www.youtube.com/embed/2Ayu95SRU8E)

Man at Sea



Bentley’s Le Mans film – Bentley Motors celebrated its heritage through a short film that traces its role in the development of the 24-hour Le Mans race to educate car enthusiasts and win over new fans.

“Le Mans 24 hours: Les Bentley Boys” coincided with the actual Le Mans race that ran for 24 hours starting June 22. This year’s race marked the 10th anniversary of the British automaker’s previous victory and the 90th anniversary for the race itself, both of which the film discusses in its sweeping panorama of the company’s roots.

The narrative is divided into three vignettes, each chronicling a different period and side to the story.

Each section includes commentary from those associated with Bentley’s participation in the race such as drivers Derek Bell and Guy Smith and author Nick Foulkes.

The first part establishes the mythical aura of Le Mans race, a race that draws legions of fans from all over Europe, mainly Britain.

The second vignette sketches the rugged and audacious Bentley Boys who dominated the

race in its earliest days.

The final section takes the viewer to 2003 when Bentley resurfaced and won the race after a long sojourn.

Embedded Video: [//www.youtube.com/embed/rUzTFvQiw_8](http://www.youtube.com/embed/rUzTFvQiw_8)

Le Mans 24 Hours: Les Bentley Boys



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 refuses to back down when confronted by wild animals.

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

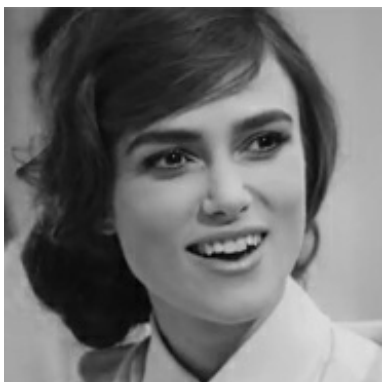
As he walks through the hallway, the contrasting areas of shadow and light help add a visual dynamic to the black-and-white film.

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: [//www.youtube.com/embed/or9g015M3fs](http://www.youtube.com/embed/or9g015M3fs)

Dvels - The Film



Chanel's Once Upon a Time – Chanel's bold move to create an 18-minute brand film for its 100th anniversary signals that the French label is not only an innovator in fashion, but was also looking to break the rules with its digital marketing.

The film called “Once Upon a Time” with actress Keira Knightley, the longtime ambassador for Chanel’s Coco Mademoiselle fragrance, starts in 1913 when Gabrielle “Coco” Chanel has opened a namesake hat boutique on the Rue Gontaut-Biron in Deauville, France. The label’s creative director Karl Lagerfeld produced and directed the film to show how the brand’s founder revolutionized fashion by creating a new style concept for modern women.

Once Upon a Time starts as two women walk by Ms. Chanel’s hat shop and criticize the items in the window, saying the designer “has no taste” since the simple, lightweight pieces did not align with the fashion trends of the time.

After the opening credits, viewers watch as Ms. Chanel enters the scene with her Aunt Adrienne, played by Clotilde Hesme.

The duo unlock the hat shop for the first time. It opened thanks to financial support from her boyfriend of the time, Boy Capel, played by Jake Davis.

However, the shop remains empty for most of the day.

But Ms. Chanel’s hopes rise as a stylish woman finally walks in who turns out to be actress Jacqueline Forzane, played by Ashleigh Good.

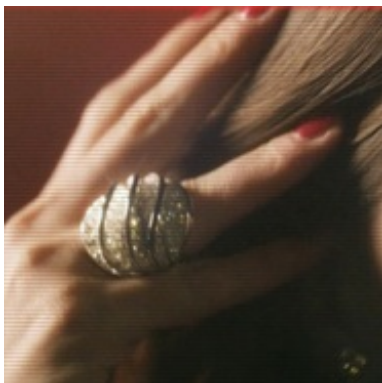
During the film, more women discover Ms. Chanel’s hats including Lady de Grey, arts patron and friend of Oscar Wilde who is played by Stella Tennant; Russian dancer Ida Rubinstein played by Caroline de Maigret; writer Vita Sackville-West played by Saskia de Brauw; and actress Eve Lavallière.

Soon women all around Deauville, France, are wearing Ms. Chanel’s designs.

The video ends as Ms. Chanel revels in her success, as viewers know what is to come for her.

Embedded Video: [//www.youtube.com/embed/RW3T5RcxXCw](https://www.youtube.com/embed/RW3T5RcxXCw)

Chanel and the diamond



Cartier’s Paris Nouvelle Vague video series - French jeweler Cartier sought to raise consumer emotions for its revamped Paris Nouvelle Vague collection through a series of short films that give a different sensation for each product.

The seven, 60-second films each give an emotion and attitude to a ring in the French

jeweler's new collection.

All seven of the videos use the same song "I Love Paris," which was originally written by Cole Porter.

Each video uses a version of the song with a different tempo to show the emotion associated with each piece.

The short films are available

at <http://www.cartier.us/collections/jewelry/collections/paris-nouvelle-vague>.



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: [//www.youtube.com/embed/6MIKZNVUeY8](http://www.youtube.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: [//www.youtube.com/embed/SVxfKPPc9og](http://www.youtube.com/embed/SVxfKPPc9og)

Le Rouge Givenchy



Land Rover’s Roam Free – Land Rover North America correlated the movements of parkour athletes to the capabilities of its vehicles in a new video.

In “Roam Free,” four athletes practice parkour – a free-form training discipline – on various types of terrain. Unlike other videos from luxury automakers, Land Rover did not feature its vehicles at any point in the clip, but ended the spot with its logo and tagline.

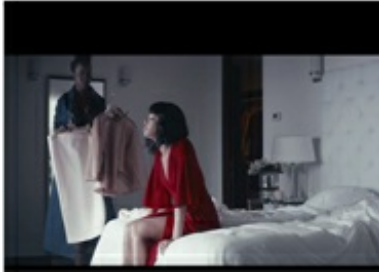
The four parkour athletes shown in the 60-second video perform acts of balance, fitness and gymnastics on different types of terrain including a downhill forest slope and rock formations.

The video starts as the athletes run down a forest path. They soon begin to perform flips in the air and other parkour techniques as they go.

The film cuts quickly from one scene to the next. It is set to calm music composed by Johann Sebastian Bach.

At the end of the short video, the athletes come to a stop at the top of a rocky cliff and “Roam Free” appears on the screen.

Embedded Video: [//www.youtube.com/embed/bRoV6yuxz9U](http://www.youtube.com/embed/bRoV6yuxz9U)



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.](#)

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.

Embedded Video: [//www.youtube.com/embed/OnsXlxYiH6c](https://www.youtube.com/embed/OnsXlxYiH6c)

Prada Candy L'Eau

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/12SzW-6r-R8](https://www.youtube.com/embed/12SzW-6r-R8)

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