

ADVERTISING

Top 10 luxury branding efforts of Q1

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Karl Lagerfeld EmotiKarl icon

By JOE MCCARTHY

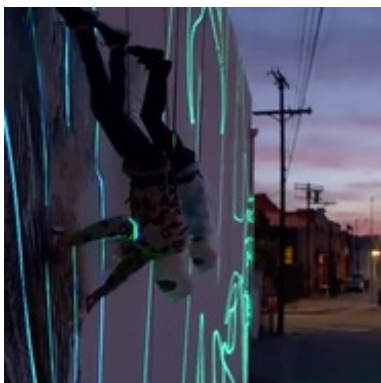
Luxury marketers repositioned brand objectives, embraced new technologies and unified different channels in the first quarter of 2014.

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Net-A-Porter launched a print magazine, Fendi cruised through fashion week with drones and Marc Jacobs rivaled Bitcoin for a moment with its own virtual currency. Overall, luxury brands began the year on good footing.

Here are the top 10 branding efforts of the first quarter of 2014, in alphabetical order:



From Audi's "Dues" commercial

Audi's #PaidMyDues video series Audi of America unleashed the next wave of

advertising efforts for its entry-level, sub-\$30,000 A3 model that hit the United States April 3.

The multichannel campaign revolves around a television spot featuring comedian Ricky Gervais and various other celebrities. Four other spots trail the lead commercial and convey ideas such as resilience and authenticity and build upon the buzz that began with the Super Bowl.

The central commercial in the campaign is called “Dues” and displays celebrities going about their work routines while saying the lyrics to Queen’s “We Are the Champions.” The toil and grit that the song evokes will likely resonate with the target audience, who may feel that they have earned a new car.



Barneys campaign image featuring Katie Hill and Arin Andrews

Barneys New York's Brothers, Sisters, Sons and Daughters

Department store chain Barneys New York is aligning itself with the fight for transgender equality with an ad campaign and outreach.

Barneys’ “Brothers, Sisters, Sons and Daughters” campaign features 17 transgender individuals with diverse backgrounds and stories that will be told through a series of short films. With this campaign, Barneys shows a more personal, human side to its brand that allows it to connect on a deeper level with consumers.

Photographer Bruce Weber shot the campaign that shows the 17 subjects, most surrounded by their loved ones. Mr. Weber said he tried to convey his respect for them in his photos. To record the stories Barneys enlisted writer Patricia Bosworth, a long-time contributor to *Vanity Fair*, to interview each subject one-on-one.

Mr. Weber filmed the interviews and created a series of short films. Barneys then hosted a private event to screen Mr. Weber’s 15-minute video and commemorate the project.



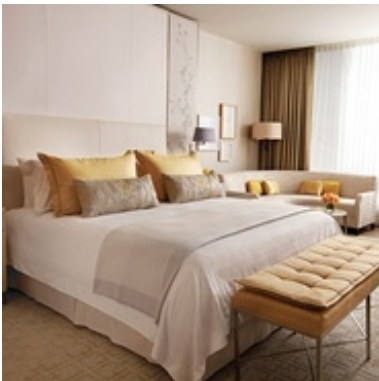
Fendi will use drones to film its fall/winter 2014 show

Fendi live-stream with drones

Italian fashion house Fendi gave consumers a different view of its runway show live-stream through high-definition cameras attached to drones.

During the runway live-stream consumers were able to watch the live footage on Fendi.com. As they were watching, fans could switch between the four or more cameras flying in the air to see different angles of the runway.

The video feed as well as videos about the making of the drone project were available following the live-stream on Fendi's Web site.



Four Seasons bed

Four Seasons Hotels and Resorts teamed up with mattress manufacturer Simmons to bolster a dream-friendly reputation by introducing customizable beds into its portfolio.

The hotel chain enlisted research group Ipsos to gain a better understanding of consumers' sleep preferences and patterns. Furthermore, the brand hosted Twitter chats on World Sleep Day March 14 with a number of sleep experts.

Karl Lagerfeld, creative director of both Chanel and Fendi, is spending time curating the fragrance portfolio of his eponymous fashion label with an interactive digital touchpoint approach to increase awareness for the new range.

After a 10-day countdown of cartoon hands outfitted with Mr. Lagerfeld's signature studded black leather gloves, the brand officially debuted its namesake fragrances for men and women at London department store Harrods March 13.

Both the countdown and Mr. Lagerfeld's celebrity status among fashionable individuals

ensured that consumers routinely tuned in as the launch developed.



Kenzo digital pop-up exterior

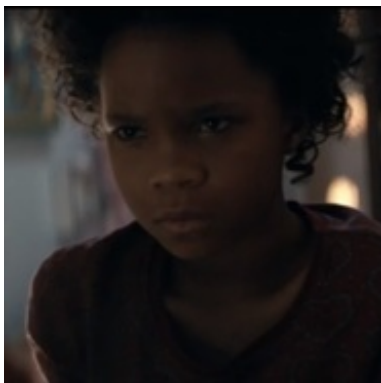
Kenzo No Fish No Nothing digital pop-up

French fashion label Kenzo blended social media and awareness with ecommerce in a Parisian digital pop-up store for its NoFishNoNothing line, created to benefit conservancy group Blue Marine Foundation.

The interior of Kenzo's pop-up was a digital aquarium. Consumers could touch the screens and browse and buy products from the brand's line for the conservation group, as well as learn more about the cause.

Adding a social media component and spreading the message, consumers could take a photo of the store and post it to Instagram with the hashtag #NoFishNoNothing to add a fish with their name to the aquarium.

At regular intervals the "tank" would lose 30 percent of its fish, the percentage of marine species threatened by extinction each day.



Ms. Wallis in Maserati's "Strike"

"Strike" by Maserati

Italian automaker Maserati reinforced its dedication to the North American market during the Super Bowl with its first television commercial.

The commercial begins with scenes of nature's might: an enormous wave crashing, a tornado closing in on a solitary house, a shadow engulfing a rock face, a raging fire.

Ms. Wallis, known for her lead role as Hushpuppy in the film "Beasts of the Southern Wild," narrates a poem about the courage one needs to stand up to giants. By adopting the

film's primary theme, Maserati tries to align itself with Hushpuppy's mission.

Also, Maserati is currently celebrating its centennial with various initiatives. The brand created a microsite for the occasion to house heritage-based content.

Combined with the introduction of the Ghibli model, the brand is certainly trying to chart new territory.



Marc Jacobs' Daisy

Marc Jacobs' Daisy fragrance and social currency

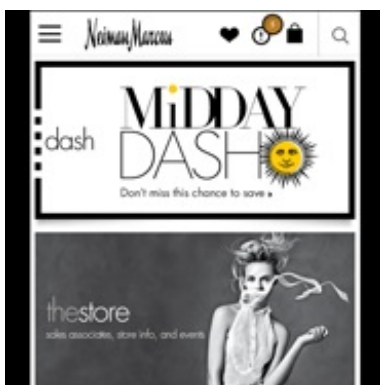
U.S. fashion brand Marc Jacobs built a community for its Daisy fragrance lovers by creating a virtual daisy chain that incorporated social media, the scent's ongoing campaign and in-store efforts.

The label reinforced its promotion of the Daisy fragrance throughout the month of January with fan-submitted images that created a sense of community among enthusiasts.

The pop-up featured Daisy-themed artwork by artist Langley Fox Hemingway and music provided by DJ Jilly Hendrix in addition to Wi-Fi, snacks, fragrance samples and a Daisy photobooth.

Interestingly, the pop-up, which had Marc Jacobs apparel, accessories and fragrances for sale, only accepted "social currency" as payment and not the United States dollar.

To make a purchase, the consumer had to use the branded hashtag #MJDaisyChain on social media platforms such as Facebook, Twitter and Instagram.



Neiman Marcus app homepage

Neiman Marcus app

Department store chain Neiman Marcus released an iOS mobile application that blends

content and commerce to promote interaction with consumers on-the-go.

In addition to shopping features, Neiman Marcus' NM app houses the retailer's blog and Instagram feed. This separates the retailer from many of its competitors whose mobile apps serve only as commerce platforms.

A standout feature is the app's incorporation of Neiman Marcus' social feeds. For instance, consumers can browse the entire blog archive chronologically just by swiping.

Also, the Instagram page allows consumers to follow Neiman Marcus from within the app by logging in. Since consumers do not have to go to an external app for this step, they are more likely to stay in NM.



User generated Porter cover

Net-A-Porter's I am Porter app

British online retailer Net-A-Porter.com promoted the debut issue of its print magazine Porter with an application that allowed consumers to place their photos onto a digital image of the publication's cover.

The "I am Porter" app was tied into a social media contest, where consumers could enter to win a shopping spree on the online retailer by posting their magazine cover for their followers.

If a consumer chose to go into the photo shoot section of the app, they were taken to a page where they could either upload an existing photo from the camera roll on the device or take a selfie using the camera on their phone or tablet.

Once the user has selected an image, they can move it within the magazine cover frame and change the look of their cover.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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