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Luxury brands claim social video

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Although luxury brands have romanced with reproduced gloss and amplified experiences they have embraced and asserted their enormity using video – social videos to be punctilious.

Sensory adventures that transport viewers into the realm of desire and fantasy is exactly why video online is fitting. Utilizing high drama, exemplifications of unprecedented lifestyles all in a few seconds, or barely minutes, emanates just the right amount of milk and honey to silkily woo beholders of luxury.

Here are four potent specimens:

Bentley “In Search of Snow”

Bentley Motors created a short film at Aspen Fashion Week to summon some big scale adventure to the brand with skier Chris Davenport and his photographers in a 2012 Bentley Continental GTC W12 convertibles.

Prada “A Therapy”

The Italian house that always brings a touch of extraordinary to the ordinary delivers a short film starring Helena Bonham Carter, the patient, and Ben Kingsley, the therapist. Directed and co-written by controversial film director Roman Polanski the film brings a kinky message of “suits everyone” to the brand’s absolute delight.

Chanel “My New Friend Boy”

The newfangled brand Chanel manages to always reignite the fire that Coco left torrid and the always-brusque designer of the last two centuries Karl Lagerfeld manages to do exactly that with this mini-film. In the multiplatform campaign the model Alice Dellal snuggles with bags from the new collection as classic music accompanies her enchantment in half black and white.

Starwood Luxury Collection “Here”

The actress Agyness Deyn stars in this 15-minute film that jets her across three of the Luxury Collection’s most valuable properties in the US. The production team of the romantically filmed clip included Waris Ahluwalia with Luca Guadagnino (directed), Sandro Kopp and Tilda Swinton. The intrigue of a mysterious letter opens the film and brings just the right amount of curiosity to the brand.

By: [Daniel Scheffler](#)

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