

MARKETING

Top 5 holiday brand efforts of 2021

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Bentley issued the help of its apprentices for its holiday effort. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

Luxury brands seldom miss opportunities to celebrate the sentimental holiday season, and this year their creativity ran the gamut of silly to introspective.

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As the world spends another holiday season at the mercy of the COVID-19 pandemic, audiences crave entertaining and inspiring messaging. While a number of luxury brands issued festive seasonal campaigns, a few stood out as especially imaginative.

Here are the top five holiday efforts of 2021, in alphabetical order:

Bentley Motors

British automaker Bentley Motors tasked its apprentices with a holiday to-do list in an entertaining vignette.

Bentley apprentices save this year's festive celebrations with a magical surprise

In a magical short film capturing the spirit of the holiday season, Bentley's apprentices work diligently in crafting a collection of thoughtful ornaments true to the marque. The handcrafted decorations, dubbed "Sustainabaubles," reflect Bentley's commitment to sustainability in a unique and festive way ([see story](#)).

Louis Vuitton

French fashion label Louis Vuitton invited shoppers to learn about its house codes through an imaginative holiday campaign.

Louis Vuitton's Holiday House

"Louis Vuitton's Holiday House" stars French actor and house ambassador Stacy Martin as she wanders through an enchanted home with surprises around each corner. The film's engaging storyline, which relies on magical realism, celebrates the joy of giving and gathering ([see story](#)).

Prada

Italian fashion house Prada brought the worlds of fashion and film together in a cinematic voyage for its 2021 holiday campaign.

Prada presents the Holiday 2021 collection in "A Midwinter's Night Dream"

Starring actors Julia Garner, Shira Haas, Louis Patridge and Taylor Russel, "A Midwinter's Night Dream" tells the story of four protagonists who trek through frozen terrain in the pursuit of returning home. With this project and campaign, Prada invites audiences to celebrate cinema, fashion, community and creativity ([see story](#)).

Tag Heuer

Swiss watchmaker Tag Heuer created its own holiday workshop world in a wintry, animated campaign offering a whimsical nod to its heritage.

Tag Heuer elves light up the holidays

In a cartoon short film, workers unveil, test and diligently prepare a myriad of Tag Heuer products for release. The entertaining vignette garnered excitement, channeling and fostering the child-like anticipation that is associated with the holidays and receiving the ultimate present ([see story](#)).

Tiffany & Co.

LVMH's Tiffany & Co. broke all the rules in a fun effort offering a fresh take on table manners ahead of the holiday season.

A New Take on "Tiffany's Table Manners for Teenagers"

The short film begins with a young woman attempting to teach her fellow dinner party guests "proper" Tiffany table etiquette for teenagers, although none of the participants actually fall in that age group. What follows is an ode to breaking the rules and following one's own conventions as the dinner party evolves from a stuffy affair into a free space for expression while showcasing Tiffany jewels ([see story](#)).

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