

September 2023

# Marketing Trend & Competitor Report

**FOSSIL**  
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# Notable Marketing Moments

# Breitling Aimes Marketing Towards Women

Historically, Breitling has been a brand dominated by marketing product towards men. Beginning with their pilot-inspired watches in the 1950s, followed by campaigns emphasizing “attractive, scantily-clad women”.

However, Breitling has taken a sharp shift to put women into the driver's seat. **Breitling's latest ad campaign, a 60-second spot accompanying the release of a female-targeted version of its Navitimer watch, features Charlize Theron behind the wheel of a vintage car, interspersed with shots of the actress walking in a red carpet-worthy gown, kickboxing with a trainer and sharing notes with a director on set (shown to the bottom right)**

The ad was, in a sense, six years in the making, since the appointment of Georges Kern as CEO back in 2017.

Almost immediately upon joining the company, Kern scrapped the sexist marketing, and has sought to put the brand on a different course. Besides adding its first group of female ambassadors – beyond Theron, there's also ballerina Misty Copeland, actress Yao Chen and Olympic snowboarder Chloe Kim – it also introduced female-specific styles of some of its best-known timepieces, like the Chronomat and now, the Navitimer. Its campaigns still feature daredevil pilots or motorcyclists, only now, women are driving the vehicles, not just waiting on the ground for the male pilots to land with a smile.

But in making such a major tonal shift, Breitling had to contend with how to retain the value of its history and brand identity while moving into a new era.

So far, the shift has helped usher in an era for growth for Breitling: When former owner CVC acquired the company in 2017, it was for CHF800 million (then \$870 million), When private equity firm Partners Group bought a majority stake in Breitling at the end of 2021, the company was valued at \$4.5 billion.

**Equally so, this shift is occurring in the watch industry holistically.** Watch brands are catering more directly to female customers, and women hold top executive roles at brands like Jaeger-LeCoultre, Caroline Scheufele and Audemars Piguet. There's a growing community, too, of female watch fans, as encapsulated by the success of websites like Dimepiece, a publication focussed on women and watches.

“Women are wearing their boyfriend's jeans and Nikes. Women will appreciate something that's sporty and cute,” she said. “You can make it with a more traditionally masculine palette, but if it's smaller, it immediately becomes more wearable for a person with a smaller wrist, which is usually women.”



# Brand Strategies: Diwali 2023



The Hindu festival of Diwali is now the largest retail opportunity in India. It's celebrated over five days, with the main day of feasting and fireworks falling on November 12 this year.

84% of Indian consumers plan to increase their online shopping budgets for the upcoming festive period compared to last year, with 66% having a budget of between 25,000 INR and 50,000 INR (£240-£480).

## Key Strategies:

- **Use sports to drive a sense of unity**
  - Diwali and the cricket season overlap this year - consider activations that include popular cricket players to endorse products.
  - Use emotionally driven messaging to stand out. Create positive brand campaigns centred around themes of unity and celebration, as consumer sentiments around national pride and family heighten.
- **Promote made-in-India product**
  - For global brands, work with cultural experts to create products and campaigns that champion local tastes, communities and needs and foster loyalty
- **Talk about Ethics**
  - Double down on sustainable messaging and eco-friendly products, or launch advertising campaigns that carry a message of a pollution-free Diwali.
  - 52% of urban Indians are looking to spend on environmentally friendly and sustainable products, and another 43% rank sustainability as one of their top five purchasing criteria
  - Brand example: Women's fashion label Sabhyata [released a short film about the glass ceiling confronting working women](#) in India for its #RedefiningCelebration campaign
- **Entertain with AI:**
  - Save on production costs by using digital avatars or virtual celebrity endorsements, such as Indian virtual influencer [Tia Sharma](#), created by actor Mouni Roy.
  - Three out of five Indian shoppers say AR experiences and VR tools help get them into the Diwali spirit and help their purchase decisions.

# Brand Strategies by WGSN: Jewelry

Jewellery brands and retailers can capitalise on the rising interest in higher-quality products and sustainable consumption to offer customers **much-needed micro-moments of indulgence**.

Similarly to beauty's 'lipstick effect' – the economic phenomenon that sees spending on small-ticket beauty items increase during times of recession – jewellery sales are spiking as consumers seek out little luxuries and joyful '[glimmers](#)' (the optimistic antonym to triggers).

This sentiment coincides with the growing demand for **individualisation** and **personal style**, so now is the time for heritage jewellery retailers to update their selling strategies and reinterpret established aesthetics through the burgeoning lens of [gender fluidity](#).

Key Ideas: click the link in the title to read further in depth:

- Future footprints and key markets
- Greening up gems
- Invest in rental or re-commerce
- Deconstruct gender-normative jewellery
- Double down on AR commerce



# Competitor News & Activations

# Tag Heuer x Rowing Blazers

Both Tag Heuer and Rowing Blazers are known for their collaborations, so it was only a matter of time before they created a watch together. This is the Rowing Blazers x Bamford TAG Heuer Carrera, a colorful take on the Carrera inspired by vintage Heuer Yacht-Timers. [Hodinkee](#) breaks down the details of the watch, including the inspiration behind the piece.

The collaboration takes vintage Heuer Yacht-Timers worn during regattas in the '60s and '70s as inspiration and adapts them to the modern Carrera's 42mm case. The result is a bright TAG Heuer Carrera that seems like it'd fit right in at the local sailing club. It's a natural fit for Rowing Blazers, the brand that's changing the way people think about prep.

Along the way, Bamford Watch Department also got involved in the design. The result is a Carrera with a bright white dial and cross-hatched subdials with pastel colors inspired by the Yacht-Timers of old. However, with three contributors, that means three different names on the dial: Carrera, Bamford, and Rowing Blazers, in a time where logoing and branding isn't the hottest trend.

The Rowing Blazers x Bamford TAG Heuer Carrera is a limited edition of 99 examples with an MSRP of \$8,900 and went on sale on Rowing Blazers' website at 11:00 AM ET, October 13.



# Longines Spirit Flyback



Longines released their Spirit Flyback collection earlier this year. Now, they are re-introducing the platform with a grade 5 titanium case and the option of either a titanium bracelet or NATO-style strap.

Like the existing steel models, the Spirit Flyback in titanium measures 42mm x 17mm thick (49mm lug-to-lug). The dial is a sunray anthracite, complemented by a black ceramic bezel insert. There's Super-LumiNova on the applied Arabic numerals and hands, with gilt accents- the Spirit Flyback has a strong lume signature on the dial and bezel. The grade 5 titanium case offers 100 meters of water resistance.

Perhaps the most impressive feature to discover this new iteration is the [interactive website](#), allowing the user to "fly" through time to discover the history of the Spirit Flyback. This gives storytelling a whole new look and allows the consumer to dive deeper into the mechanics and features of the watch.

# Seiko Prospex 1965 Divers: Inspired by Cold-Water Diving

Seiko released three more platforms into their Prospex 1965 Dive collection, inspired by American cold-water diving locations.

The first release, the SPB419, has an icy-blue gradation dial inspired by Michigan blue ice. That type of ice only happens when ice forms slowly and evenly, taking the shape of large crystals and allowing light to penetrate deeply, causing the frozen water to take on a vivid blue color.

The SPB421 and SPB423 are Alaska-inspired, or more specifically by glacial water tunnels up in the Alaskan landscape. The SPB421 has a dark blue hue with a subtle gradation, evoking the colors viewed at depth and the SPB423 highlights the light gray tones of glacial ice with a graduated dial.

The rest of the package is a comfortable diver that should feel pretty familiar. The measurements are 40.5mm by 13.2mm with a 47.6mm lug-to-lug measurement, stainless steel case with super-hard coating, curved sapphire crystal with anti-reflective coating on the inner surface, and 200m of water resistance. The movement inside is the Caliber 6R35 with 70 hours of power reserve. As U.S.-inspired watches, these are U.S.-exclusive releases available at select Seiko retailers now for \$1,250.



# Bulova Resurfaces its 1972 'Devil Diver' GMT



In the early 1970s, the uniquely American (and uniquely adept marketing strategist) watchmaker Bulova wanted to have a little fun with the classic Swiss-Standard depth rating of 656 feet, and crafted a dive watch named "The Snorkel" that could accurately sport a depth resistance of 666 feet, or the "Number of The Beast," on its dial. This risk paid off, and the divers sporting 666 feet on their dials were fondly dubbed with the nickname "Devil Divers."

Today, Bulova resurfaced the 1972 Oceanographer with a GMT twist and a selection of three color combinations. Among the three newly reimaged Oceanographer GMTs, we've got a black dial with a brown "root beer" GMT bezel accompanied by a rose gold PVD coated stainless steel sport bracelet, the super classic blue and red "Pepsi" GMT bezel option on a stainless steel bracelet, and finally, a white and black colorway with a completely luminous dial on a rubber strap.

Thanks to a screw-down crown, each of these Devil Divers are capable of reaching the quintessential 666 feet of water resistance. Across this trio, you're getting a healthy serving of Super-LumiNova coated details, including the hands and hour pips for added legibility in low light conditions.

Bulova's website also features a "[try it on](#)" feature, where the user can try the watch on a model, themselves through a QR code, or compare the watch size to common household objects.

# Longines New Mini Dolce Vita

Longines began making rectangular watches in the 1910s. Since 1997, the Dolce Vita has been the singular collection carrying the mantle for rectangular watches at Longines. Longines has introduced various watches to the Dolce Vita collection, often with additional Art Deco design queues: sector dials, Roman numerals, or ornate hands.

This year, Longines has introduced the new Mini Dolce Vita collection. It's a slightly different shape compared to the existing collection: Not only smaller but also with smoother brancards that do away with some of the stepped and decidedly more Art Deco design choices of the Dolce Vita. The stainless steel case measures 21.5mm x 29mm (6.75mm thick) and uses a quartz movement. Longines offers 11 variations of the new Dolce Vita, some with diamonds, and some without. The best of the new references features a white dial with contrasting surfaces, painted Roman numerals, and a sunken subseconds.

Perhaps the best part of the release is a new five-link, brick-style bracelet with a butterfly clasp. Not only is it a well-made and comfortable bracelet for the price, but it's also a bit of an Art Deco touch, fitting for the roots of the rectangular watch.

**Most notable is the marketing support behind the new Mini Dolce Vita.** Jennifer Lawrence has been noted as the queen of lowkey-luxury, so appointing her as the Dolce Vita ambassador was an extremely fitting choice. Alongside Lawrence, [Longines appointed Bae Suzy](#), South Korean singer, as their APAC ambassador.

The [interactive website](#) takes the consumer through the usage stages of the versatile Dolce Mini through Jennifer Lawrence's daily routine, while simultaneously highlighting the key details of the watch.



# Tag Heuer Night Driver

The Night Driver allows a modern take on a square Monaco watch with extra punch. The recent skeleton releases of the watch were some of Tag Heuer's boldest platforms yet, however, the legibility of the watch was not there.

With its black DLC grade 5 titanium polished and fine-brushed case, the new Monaco Chronograph Night Driver is a bold design that allows much easier visibility, featuring a luminescent dial. In the daytime, you'll be looking at an anthracite, grey opaline grained dial with the Monaco's "circle in the square" two-piece dial construction. At night, however, the grey "circle" at the center of the dial stays dark to contrast with the luminous parts of the dial and the luminous hands.

Inside is the Calibre 02 automatic movement, which has become a staple for the brand. The watch is available as a numbered limited edition of 600 pieces at 9,300 CHF from boutiques, retailers, and the TAG Heuer website. (Already out of stock on the TAG Heuer website)

The brand [hosted an event in Singapore](#) aided by F1 racers [Max Verstappen](#) and [Checo Pérez](#) to launch the new Night Driver.



# Influencer Campaigns

# Pandora: Lab-Grown Diamond District

New York Fashion Week took a sparkling turn as Pandora hosted a dazzling soiree celebrating their Lab-Grown Diamonds. The star-studded event drew a constellation of celebrities, fashion icons, and influencers to the heart of Manhattan.

To celebrate the launch of its new Lab-Grown Diamonds Collection, Pandora created its own glam take on New York City's diamond district, which is located in Midtown. Pandora, in partnership with experiential marketing agency [Invisible North](#), transformed the Lafayette Street parking lot in the Astor Place neighborhood into a VIP soiree with a pink carpet.

Guests could snack on tacos and burgers from local food trucks as they listened to live entertainment with DJ sets by Kesh, Mona, and DJ Papi Juice, as well as a live performance by Caroline Polachek. Attendees were able to experience viewing opportunities with a gemologist on-site.

The event witnessed a galaxy of stars, including Pamela Anderson, Halle Bailey, Ashley Park, Julia Fox, Teyana Taylor, Gracie Abrams, Caroline Polachek, Hari Nef, Ruby Aldridge, Barbie Ferreira, Ella Emhoff, Precious Lee, Ariana Greenblatt, Grace Coddington, Evan Mock, Dylan Lee, Brandon Lee, Vinson Fraley, Kesh, Mona Matsuoka, Atlanta de Cadenet Taylor, Cara Santana, Carlacia Grant, Chloe Flower, Gia Seo, Sarah Sophie Flicker, Gigi Burris, Hunter Abrams, Willie Norris, Laura Jung, Mary Leest, June Ambrose, Luna Blaise, Mohammed Fayez, Oscar Nñ, and many more. The star power illuminated the event, and each guest added a touch of their unique style to the festivities.

View the [YouTube highlight of the event here](#).





## Hey Harper “Free NYC From Rusty Jewelry”

The jewelry brand Hey Harper is known for their waterproof jewelry collection. To celebrate the new opening of their NYC flagship store, the brand held a three day event where consumers were welcomed to bring in their old, rusty jewelry in exchange for one free piece of Hey Harper jewelry. The brand previously held a similar event with stock selling out in less than 3 hours.

The store is located in NoLIta, a gold mine of independent shops in New York City.

# Chanel “Lucky Chance” Diner Opening Party

New York Fashion Week kicked off on a nostalgic note thanks to Chanel. In a decked-out diner, the Parisian fashion house celebrated a new line of Chance Eau Fraiche fragrances with a retro launch party.

Dubbed Lucky Chance Diner, the iconic metal-clad restaurant and Williamsburg treasure serves guests an elevated sensory experience dedicated to Chanel's four new scents. Created by the house's perfumer, Olivier Polge, the latest lineup features zesty citron, jasmine, and ambery teak wood notes.

**On opening night, a high-powered group of actors, artists, chefs, and friends of the brand gathered at the fresh-faced diner for a first look at the immersive exhibition. Dressed in head-to-toe Chanel looks, Lori Harvey, Chase Sui Wonders, Rainey Qualley, Meadow Walker, Tommy Dorfman, Talita Von Furstenberg, Iman Perez, Jessie Andrews, Annabelle Dexter-Jones, Harley Viera Newton, Ava Phillippe, Molly Gordon, Derek Blasberg, Violetta Komyshan and Athena Calderone mingled with Laila Gohar, Camille Rowe, and Melodia Monroe on the adjoining patio.**

While the swing skirts of the yesteryear were replaced with low-rise, sequined Bermuda shorts and signature tweed ensembles, the evening felt sublimely timeless. Saddled up to the wrap-around bar, Olivia Perez and Aurora James shared summer highlights and swapped NYFW schedules. Nearby, Sarah Hoover, Eileen Kelly, and Lily Mortimer held court in a classic leather booth.

Outside on the patio, an ice cream truck handed out the soft-serve cones, which were an ideal way to cool down on the unusually warm evening. Even Grammy-award-winning artist Lil Nas X dropped by for a sweet treat. Nestled in a back corner, a life-size bottle of Chance invited guests to strike a pose. Of course, social media mavens Alix Earle and Ava Phillippe were eager to jump in front of the camera and show everyone how it's done.



# Tommy Hilfiger: Brunch at Maxwell Tribeca



To celebrate the launch of the new Fall 2023 campaign and collection, iconic American fashion designer Tommy Hilfiger hosted an NYFW brunch at the Maxwell Tribeca on September 10th. Co-hosting the event was Grammy-Award-winning artist and icon SZA, who stars in the new campaign. The brunch was a celebration of belonging and togetherness, in association with the theme of the new Fall collection.

The Tommy Hilfiger Fall 2023 collection delivers styles that are inspired by classic Tommy house codes; the great outdoors and classic prep essentials. Definitive pieces and archival silhouettes are done in a contemporary twist, while signature brand prints and hues including the iconic Tommy Tartan, red, white, and blue, global stripe, and the TH Monogram, are redone throughout the collection.

**In attendance** were Hilfiger's and SZA's chosen families and loved ones, as well as emerging stars from the worlds of fashion, art, music, entertainment, and sports including Coi Leray, A Boogie Wit da Hoodie, Babyface, Central Cee, DDG, GloRilla, Jalen Green, La La Anthony, Madelyn Cline, Quavo, Rachel Sennott, Remi Bader, Summer Walker, and Yung Miami.

## College Fashionista's Creator's Loft

On Sept. 8, College Fashionista opened the doors to the 2023 Creators Loft – **the hub for Gen Z creators during fashion's biggest week**. College Fashionista, a Her Media Campus brand, hosted its Creators Loft in partnership with kate spade new york. Perched a few floors above the streets of Manhattan's SoHo neighborhood, Creators Loft welcomed College Fashionista community members into a haven of fashion, beauty, self-care, and, of course, content creation throughout the weekend and everyone was dressed to impress.

The event also allowed creators to attend mentorship programming from kate spade new york executives and learn about influencer success stories.

Her Campus Media also held its biannual GenZology summit for marketing executives on Sept. 7 in SoHo, where the findings of the most recent Gen Z survey were discussed, including insights on shopping behavior and social media habits as well as fashion trend predictions.

The event brought together more than 1,000 content creators, with the opportunity to borrow a bag from Kate Spade, a skincare consultation from CeraVe experts, and a hair appointment from Tresemmé specialists.



# Industry Trend Highlights

# Fashion Week - Women's Need to Know Trends



Gauchere



Jil Sander



Fashion East



Sandy Liang

[Paris](#)

[Milan](#)

[London](#)

[New York](#)

*Click the links to read WGSN's  
summary of trends present in  
each city's shows*

# Fashion Week - Men's Need to Know Trends



[London](#)



[New York](#)

*Click the links to read WGSN's  
summary of trends present in  
each city's shows*

# Social Media Trends

# Hugo Boss teams up with Tube Girl

Sabrina Bahsoon, aka Tube Girl, is the latest creator to go viral on TikTok. Four weeks ago she shot to social media stardom when she started posting videos of herself dancing to catchy songs on the London Underground – using the 0.5x zoom on her camera. Fast forward to now, and she's just finished a whirlwind fashion tour, having been invited to shows in London, Milan and Paris.

Why does it work? Tube Girl is highly relatable. Her content style is easily recreatable and her song choices are particularly catchy. It's lo-fi, scrappy content - everything TikTok's algorithm loves.

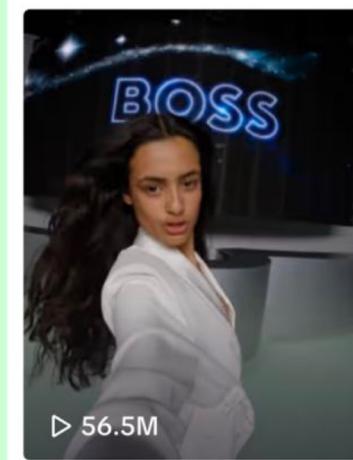
There's a powerful message behind it too: Tube Girl dances not to attract attention, but to deflect and deter the harassment so many girls and women experience when riding the Underground alone.

Gen Z is self-assured and will purposely go against the habits set by older generations. They're also known for their dislike of overt advertising, instead opting to engage most with content creators and micro-influencers.

That also means there's a great opportunity for marketers to reach them through effective, targeted content. The question is: how to serve up thumb-stopping content that resonates. Tube Girl has presented the perfect opportunity for brands looking to tap into that younger audience.

MAC Cosmetics was the first brand to come forward and work with her. The luxury beauty brand has long faced the challenge of maintaining its relevance, with a plethora of new, disruptive brands joining the market. MAC took a risk and secured Sabrina before any other brand could, getting her to walk for them in London Fashion Week and film behind-the-scenes content for her TikTok channel.

Hugo Boss quickly followed behind Mac Cosmetics. Rather than just getting one piece of content with Sabrina, Hugo Boss understands TikTok and they knew that they can get multiple pieces of content from this one campaign. They did this by tapping into the love for BTS moments.



It turns out that the Tube ...

**ORIGINAL**  
**56 million views**



Replying to @s8n No ass...

**BTS**  
**144 million views**

Thanks for  
Stopping By!

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