

Forget economic downturn: here come the top 10 luxury social media marketers!

What's really selling in these hard times, when economic downturn depresses economy, markets and people?

**Luxury**, of course.

Overpriced goods, exclusive stuff gets more attention by more people - not only those who can afford it.

Even though it's still to be checked out if social media applied to luxury good means actually selling them - for sure it gets a lot of eyeballs and grabs lots of social attention.

[LuxuryDaily.com](http://LuxuryDaily.com) has compiled a list of successful luxury marketers which exploited social media potential.

*To catch affluent consumers where they are the majority of the time, luxury marketers such as Barneys New York, Cartier, Dolce & Gabbana, Harrods, Jimmy Choo and Michael Kors took to digital channels to deliver content, interactivity and ecommerce abilities.*

*Luxury brands used digital efforts with a variety of goals in mind during the second quarter of this year, but it is certain that email, the Web and social media are imperative to a modern marketing plan. Ultimately, these efforts can strengthen a 360-degree brand message.*

Aston Martin's Vanquish video scored 250k views, the fastest-growing video the brand has produced to date.

Check for **Barney's, Cartier, Dolce & Gabbana, Harrods, Inspirato, Jimmy Choo, Lexus, Michael Kors, Oscar de la Renta** case histories.

[Via [LuxuryDaily](http://LuxuryDaily)]