

Luxury & Lifestyle Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production	Media
A02 (Sustainable Luxury)									
A02/001	00011	TWIGGY FULL CIRCLE	EBAY	EBAY.COM	ESSENCEMEDIACOM, New York	UNITED STATES	CONDE NAST New York / VOGUE New York	CONDE NAST New York / VOGUE New York	EBAY New York / ESSENCEMEDIACOM New York
A03 (Craft)									
A03/009	00046	COCO CRUSH MUSICAL CHAIRS	CHANEL	COCO CRUSH JEWELRY	CHANEL, Paris	FRANCE	CHANEL Paris	CHANEL Paris	CHANEL Paris
A03/022	00165	LOEWE X SUNA FUJITA	LOEWE	LOEWE X SUNA FUJITA	LOEWE, Madrid	SPAIN	ANDREA ANIMATES Port Townsend	ANDREA ANIMATES Port Townsend	LOEWE Madrid
A03/031	00174	HERMÈS, CAVALIER JEWELLERY	HERMÈS	HERMÈS JEWELLERY COLLECTION	PUBLICIS ET NOUS, Paris	FRANCE	HARBINGER New York / WORKS Paris	SPARKLINK Paris	
A03/036	00120	LIFE IS THE GREATEST ODYSSEY	HENNESSY	HENNESSY	DDB PARIS	FRANCE	BARKING OWL Los Angeles / LOVEBOAT Paris / SUPERPRIME Culver City / U N I T AND S O F A Prague	THE MILL Paris	
A04 (360 Campaign)									
A04/010	00085	SSENSE XX	SSENSE	SSENSE XX LIMITED-EDITION DROPS	SSENSE, Montreal	CANADA	SSENSE Montreal	SSENSE Montreal	

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A04/015	00164	LOEWE X SUNA FUJITA	LOEWE	LOEWE X SUNA FUJITA	LOEWE, Madrid	SPAIN	ANDREA ANIMATES Port Townsend	ANDREA ANIMATES Port Townsend	LOEWE Madrid
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A06 (Brand Storytelling)

A06/012	00098	BOTTEGA FOR BOTTEGAS	BOTTEGA VENETA	BOTTEGA VENETA	LEPUB, Milan	ITALY	PRODIGIOUS Milan	
A06/013	00122	THE CHASE FOR CARRERA	TAG HEUER	CARRERA	DDB PARIS	FRANCE	COLLIDER Sydney / STUDIO 5 Paris	THE MILL London
A06/016	00099	LETTERS TO NEIGHBOURS	MANDARIN ORIENTAL	MANDARIN ORIENTAL SINGAPORE	FORSMAN & BODENFORS, Singapore	SINGAPORE	FORSMAN & BODENFORS Singapore	
A06/035	00173	AYA NAKAMURA : HAUT NIVEAU, BY LANCÔME	LANCÔME	AYA NAKAMURA, LANCÔME AMBASSADOR	PUBLICIS LUXE, Paris	FRANCE	PRODIGIOUS Paris	PRODIGIOUS Paris

A08 (Partnerships/Collaborations)

A08/007	00095	BOTTEGA FOR BOTTEGAS	BOTTEGA VENETA	BOTTEGA VENETA	LEPUB, Milan	ITALY	PRODIGIOUS Milan	
A08/010	00154	DON JULIO'S 1942 MINIS WIN BIG AT OSCARS	TEQUILA DON JULIO	TEQUILA DON JULIO 1942 50ML BOTTLES	HUNTER, New York / DIAGEO, New York	UNITED STATES		PHD New York
A08/013	00114	GOLDEN OPULENCE	BEYMEN	FASHION	BEYMEN GROUP, Istanbul / TBWA ISTANBUL, Istanbul	TURKEY	ANIMA Istanbul / AUDIO KOLLEKTIV Istanbul	

A10 (Social Campaign)

A10/005	00150	KIEHL'S KIDS	KIEHL'S	KIEHL'S	MARCEL, Paris	FRANCE	JUICE CREATIVE Paris	
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A11 (Diversity, Equity & Inclusion)

A11/001	00020	THE JOYFUL PIANO	YAMAHA	YAMAHA	DENTSU EAST JAPAN INC., Tokyo	JAPAN	CANDEE Tokyo / DENTSU EVENT OPERATIONS INC. Tokyo / EPOCH Tokyo
A11/005	00171	AYA NAKAMURA : HAUT NIVEAU, BY LANCÔME	LANCÔME	AYA NAKAMURA, LANCÔME AMBASSADOR	PUBLICIS LUXE, Paris	FRANCE	PRODIGIOUS Paris PRODIGIOUS Paris
A11/006	40159	FOR THEM	MANE AND ESTHÉTIQUE DU COMBAT	FOR THEM	VML, Paris	FRANCE	TOO LATE TO DIE YOUNG Paris
A11/007	20224	THE ANTIRACIST BAG	UNIVERSITY ZUMBI DOS PALMARES	RACISMO ZERO	GREY, Sao Paulo	BRAZIL	ATOMO VFX Sao Paulo / JAMUTE Sao Paulo / PANCS Sao Paulo / RICARDO BARCELLOS Sao Paulo

A12 (Commerce)

A12/004	00143	SELF-CHECK OUT	K-LYNN	K-LYNN	LEO BURNETT, Dubai	UNITED ARAB EMIRATES	PRODIGIOUS Dubai STARCOM Dubai
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Total Shortlisted: 20

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Additional

ESSENCEDIAC
OM New York

CHANEL Paris

LOEWE Madrid ARTISTRY GLOBAL London /
ASSEMBLY London / CURATE
FILMS London / DENTSU
HOLDINGS New York /
JCDECAUX Plaisir / L'AGENCE
POP-UP Paris / L'ATELIER
Shanghai / LIBRACOS (SILVIA
HIJANO) Madrid / MIRROR
MIRROR Paris / OCEAN
OUTDOOR London / OUTPUT
Shanghai / PML Belfast /
SCREENBASE Paris / SHUN
KOMIYAMA N/A / YUSUKE
ISHIDA Tokyo / ZHONGXI MEDIA
N/A

LOEWE Madrid ARTISTRY GLOBAL London /
ASSEMBLY London / CURATE
FILMS London / DENTSU
HOLDINGS New York /
JCDECAUX Plaisir / L'AGENCE
POP-UP Paris / L'ATELIER
Shanghai / LIBRACOS (SILVIA
HIJANO) Madrid / MIRROR
MIRROR Paris / OCEAN
OUTDOOR London / OUTPUT
Shanghai / PML Belfast /
SCREENBASE Paris / SHUN
KOMIYAMA N/A / YUSUKE
ISHIDA Tokyo / ZHONGXI MEDIA
N/A

FORSMAN &
BODENFORS
Singapore

REC 118 Paris / WARNER MUSIC
Paris / WE ARE 360 Paris

HUNTER New York ANOMALY New York /
STARPOWER New York

MATERIAL INC.
Tokyo

REC 118 Paris / WARNER MUSIC
Paris / WE ARE 360 Paris

GALBRAITH PR Sao Paulo / ATELIE NAYA VIOLETA Goiania /
FELIPE BORGES ACESSORIOS
Sao Paulo / MONICA LAGES
FASHION MANAGMENT Sao
Paulo / UNIVERSITY ZUMBI DOS
PALMARES Sao Paulo
