

Luxury Shortlist

Cat. No	Entry No	Title	Brand	Product	Entrant / Idea Creation	Location	Production	Post Production
<u>A01 (Experience)</u>								
A01/010	00119	BORN IN ROMA RENDEZ-VOUS IVORY COLLECTION / STUDIO 54 EXPERIENCE	VALENTINO BEAUTY	BORN IN ROMA RENDEZ-VOUS IVORY COLLECTION	MAISON BETC, Pantin	FRANCE	BLUE REVOLVER Paris / PROSE ON PIXELS Paris / YKONE Paris	
<u>A02 (Sustainable Luxury)</u>								
A02/002	00084	MERMAID	TIFFANY & CO.	TIFFANY & CO.	L&C, New York	UNITED STATES	LUCERO FILM phoenix	DAHOUSE AUDIO Los Angeles / L&C New York
<u>A03 (Craft)</u>								
A03/002	00025	IWC INGENIEUR. FORM UND TECHNIK. POSTERS.	IWC SCHAFFHAUSEN	IWC INGENIEUR	SCHOLZ & FRIENDS, Berlin	GERMANY		
A03/010	00062	DEAR DIFFERENCE	NIKKA WHISKY	TAKETSURU PURE MALT	DENTSU INC., Tokyo	JAPAN	CREATIVE POWER UNIT Tokyo / DENTSU LIVE Tokyo / LULL INC. Tokyo / PYRAMID FILM Tokyo	PYRAMID FILM Tokyo
A03/025	00118	CREATION IS AN ETERNAL JOURNEY	DOM PERIGNON	DOM PERIGNON	BETC, Paris / MAISON BETC, Pantin	FRANCE	GUM Paris / ICONOCLAST Paris	
<u>A04 (360 Campaign)</u>								
A04/003	00081	WARMER TOGETHER	MONCLER	MONCLER BRAND	WESAYHI, Sliema	MALTA	AP STUDIO New York / STUDIO PLATON New York / WESAYHI Sliema	ARKETYPE Montreal / CULT NATION Montreal / WESAYHI Sliema
<u>A06 (Brand Storytelling)</u>								
A06/007	00116	OWNERS REUNIONS	PORSCHE LATIN AMERICAN	PORSCHE	THE COMMUNITY, Miami	UNITED STATES	MADREFOCA Mexico City	ATOMICA Juarez / JACARANDA FILMS Mexico City

Luxury Shortlist

A06/009	00064	DEAR DIFFERENCE	NIKKA WHISKY	TAKETSURU PURE MALT	DENTSU INC., Tokyo	JAPAN	CREATIVE POWER UNIT Tokyo / DENTSU LIVE Tokyo / LULL INC. Tokyo / PYRAMID FILM Tokyo	PYRAMID FILM Tokyo
A06/021	00041	THE MOST BRILLIANT FAILURE.	IWC SCHAFFHAUSEN	IWC REFERENCE 1832	SCHOLZ & FRIENDS, Berlin	GERMANY	THIRSTY Copenhagen	CHEMISTRY FILM Copenhagen

A08 (Partnerships/Collaborations)

A08/007	00047	TIFFANY & CO. X NETFLIX'S FRANKENSTEIN	TIFFANY & CO. AND NETFLIX BRAND CREATIVE STUDIO	TIFFANY & CO. JEWELRY & GUILLERMO DEL TORO'S FRANKENSTEIN	TIFFANY & CO, New York / NETFLIX, Los Angeles	UNITED STATES	BLINKINK London / LUSHPOP STUDIOS Avon / MoA STUDIO Madrid
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A10 (Social Campaign)

A10/001	00068	EXPLORE YOUR STORY	COACH	LUXURY FASHION ACCESSORIES	FORSMAN & BODENFORS, Gothenburg	SWEDEN	INDUSTRY ART London / NEW LAND Stockholm	NEW LAND Stockholm
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A11 (Diversity, Equity & Inclusion)

Luxury Shortlist

A11/003	00027	CODE FOR THE PROTECTION AND INCLUSION OF BLACK CONSUMERS	L'ORÉAL LUXE	AFROLUXE	BETA COLLECTIVE, Sao Paulo	BRAZIL	BLACK SISTERS IN LAW Rio de Janeiro / MUUVIES Rio de Janeiro / PINGADO AUDIO Sao Paulo / PRODUCERIA Sao Paulo
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A12 (Commerce)

A12/001	00050	THE NEW MONCLER.COM	MONCLER	MONCLER	R/GA, London	UNITED KINGDOM	R/GA London
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Total Shortlisted: 13

Media

PR

Additional

LUCIEN PAGES
Paris

DENTSU INC.
Tokyo

DENTSU INC. Tokyo
/ DENTSU LIVE
Tokyo

R/GA London / WESAYHI Sliema

PORSCHE LATIN AMERICA Miami

DENTSU INC. DENTSU INC. Tokyo
Tokyo / DENTSU LIVE
Tokyo

SPARKY FILMS Cape Town

WAVEMAKER New York TIFFANY & CO New York ALI KASHFI DESIGN New York /
AV&C New York / CREATEOLOGY
Beverly Hills / CUE GRAVITY
Portland / DANIEL QUIRKE
ANIMATIONS London / ERICA
ANDERSON ANIMATION
Spotsylvania / FABU - / FIGARO
STUDIO / JULIO LAX VFX Murcia /
MEDIA ZOO London / MS
ARREDAMENTI Palermo / NETFLIX
Los Angeles / PLEUNG New York /
QUADRIGA New York / RUBELLI
Venice / SHOP CAT Brooklyn /
SORRELL ORIGINALS New York /
SPAETH DESIGN INC Woodside /
THOMAS MILEWSKI
PHOTOGRAPHY New York /
TIFFANY CREATIVE VISUAL
MERCHANDISING New York /
TIFFANY JEWELRY DESIGN &
INNOVATION WORKSHOP New
York / ZEHAVI & CORDES
PHOTOGRAPHY New York

MANDAI LOOP Stockholm

ESTUDIO NINA Sao Paulo / FSB
COMUNICACOES Rio de Janeiro /
MOVER Rio de Janeiro

