

# Why are luxury brands rediscovering Twitter?

According to *The Business of Fashion*, the likes of Hermès, Louis Vuitton and Cartier have started advertising on Twitter alongside Campbell Soup, White Claw Hard Seltzer and AT&T, indicating that luxury brands are starting to use Twitter as a platform to advertise.

The reason for this could be that unlike other social media platforms, Twitter is not as saturated with ads for clothing and jewellery brands. Luxury ads on Twitter may have a smaller audience, but it's a relatively young and wealthy group.

"Brands are willing to experiment more now than ever before, and that's mainly due to the cost," said Aaron Edwards, chief executive of the Charles Agency, a digital strategy and marketing firm that works with luxury clients like Cartier. "People are now becoming more averse to spending millions of dollars on Facebook and Instagram and solely on those platforms."

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