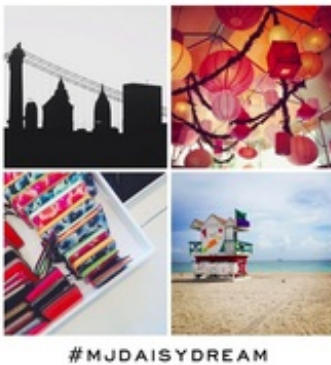


BLOG

Top 5 brand moments from last week

July 21, 2014



Marc Jacobs 'Daisy Dream' capsule

By JOE MCCARTHY

Luxury brands made investments for the long-haul.

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BMW built its first driving center in Asia and Sotheby's partnered with eBay to expand its digital audience. As brands rush to fill in digital gaps, they must ensure that channels do not become lopsided in reverse.

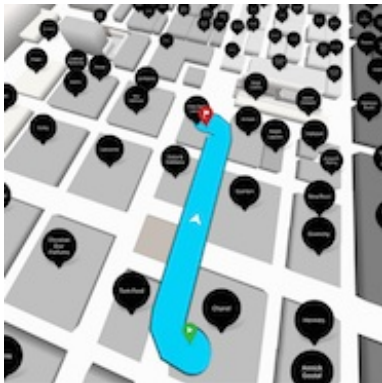
Here are the top five brand moments from last week, in alphabetical order:



BMW Center in South Korea

German automaker BMW is opening a driving center in Incheon, South Korea, to improve consumer relations and expand research and development in the region.

The brand will invest \$75.5 million into the driving center through 2020, and the development has already yielded 100 jobs. Driving centers offer highly branded, sometimes all-day, experiences that are hard to replicate in showrooms and dealers ([see story](#)).



Screenshot of Galeries Lafayette's Haussmann app

French department store chain Galeries Lafayette is helping consumers plan their shopping excursions with a new mobile application.

Through the app, consumers can map out an itinerary before traveling to the chain's 10-story flagship Paris store on Boulevard Haussmann. As a main tourist destination in Paris, this app will help visitors to Galeries Lafayette find what they are looking for within the large department store, acting as an extension of the customer service team ([see story](#)).



London department store Harrods

British department store Harrods is bringing together a number of brands across categories for a bespoke event series.

"Made With Love," which kicked off July 17, is the first storewide bespoke campaign from the retailer. Giving access to specialized services will make consumers feel special, and reinforce the quality of the brands under Harrods' roof ([see story](#)).

U.S. apparel and accessories brand Marc Jacobs is expanding on current promotions for its latest fragrance Daisy Dream with a social time capsule initiative.

After a two-week countdown on Marc Jacobs' Facebook accounts, the label posted a campaign image for the Daisy Dream fragrance to formally introduce the scent to consumers. Marc Jacobs introduced the video campaign separately to its Twitter followers with a tweet leading to its YouTube account to protract the effort's elements and

build awareness for Daisy Dream ([see story](#)).



Sotheby's New York headquarters

International auction house Sotheby's has joined forces with online auctioneer eBay to develop a digital platform that enables consumers to easily browse artwork, antiques and collectibles.

The partnership will likely raise eBay's stature in the auctioneer sector, as its work with Sotheby's will introduce the online shopping platform to the international art business. For Sotheby's, partnering with eBay will have a similar effect by making the auctioneer more accessible to global consumers ([see story](#)).

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