

BLOG

## Top 5 brand moments from last week

July 28, 2014



*Veuve Clicqout cellar is lowered into sea*

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By JOE MCCARTHY

Luxury consignors received some help and the Baltic Sea might just become the new preferred wine storage center.

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**Luxury Daily**

The right balance between digital and in-store has yet to be found. As brands adopt newer technologies, distinctions will continue to blur.

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



*Berluti spring/summer 2014 collection*

French menswear label Berluti is giving its consumers the opportunity to shop online for select pieces exclusively through online retailer Mr Porter.

Berluti currently does not have its own ecommerce platform, and the retailers that carry the brand, including Bergdorf Goodman and Harrods, do not sell the label online. Mr Porter will provide a platform with a fashion-attuned audience for Berluti to test the ecommerce waters ([see story](#)).



*Screenshot of Kenzo's digital gallery*

French apparel and accessories label Kenzo is taking consumers inside the atmosphere of its fall 2014 collection with a 3D digital museum.

Kenzo's "Grace to the Nth Power" lets consumers use their phone or mouse to navigate the virtual space, which is complete with videos and a gift shop. Taking consumers on a physical journey through a video series leads to a more immersive experience than simply collecting films on a flat microsite ([see story](#)).



*Screenshot of The RealReal's RealBook app*

Online luxury consignment marketplace The RealReal is reducing the hassle of shipping goods with a partnership with FedEx.

The RealReal's new packing and shipping service works directly with FedEx to allow consignors to drop off goods to more than 1,800 of the carrier's locations across the United States. The introduction of a seamless shipping process will likely be of interest to consignors who are pressed for time, but wish to resell their goods to The RealReal ([see story](#)).



*"Your Memories" section on The Ritz-Carlton Web site*

The Ritz-Carlton is giving consumers a central location to share brand memories that will likely spur more social media interaction.

The newly minted "Your Memories" section on the brand's Web site aggregates social posts with the #RCMemories hashtag and invites manual uploads from consumers. As consumers see the images of other engaged Ritz-Carlton travelers, it may foster a sense of community ([see story](#)).

LVMH-owned Veuve Clicquot is creating a cellar in the Baltic Sea to age its Champagnes in a dark and cool location.

The venture started when a ship wreck with bottles of Veuve Clicquot, dating back to 1839, was discovered by divers in 2010 and the Champagnes held their taste. The brand decided to place a cellar in the sea to try to replicate the tastes ([see story](#)).

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