

BLOG

Top 5 brand moments from last week

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Men's section of Bloomingdale's in Palo Alto

By JOE MCCARTHY

The store of the future is beginning to make headway.



Bloomingdale's mapped out a retail strategy in Silicon Valley that puts mobile front and center. Gender equality in the workplace gained a strong supporter in LVMH and Estée Lauder made it easier for those affected by breast cancer to draw strength from one another.

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



Exterior of Bloomingdale's Stanford store

Department store chain Bloomingdale's opened its first fully mobile store in Palo Alto,

CA, Oct. 10 to appeal to the “digitally sophisticated” tech community in Silicon Valley. Featuring smart dressing rooms, mobile checkout, consumer-facing tablets and sales associates armed with mobile devices, the store in the Stanford Shopping Center heightens the omnichannel experience for shoppers. This neighborhood is a good testing ground for new retail technologies, which Bloomingdale's may want to carry over to other locations ([see story](#)).



Estée Lauder's Breast Cancer Awareness campaign

The Estée Lauder Companies is continuing its support of breast cancer education and research through a user-generated content hub that shares survivors' narratives.

Founded in 1992, Estée Lauder's Breast Cancer Awareness campaign and Pink Ribbon initiative is active in more than 70 countries and has raised \$53 million dollars with approximately \$42 million funding 166 research projects over the last 20 years. Like many brands, Estée Lauder has pledged its support for breast cancer survivors for the month of October to build awareness for the disease ([see story](#)).



Still from British Intelligence video

British automaker Jaguar is building on the popularity of its "British Villains" campaign with a sequel titled "British Intelligence."

The latest global campaign is led by another British actor, Nicholas Hoult, and features various components that carry on the conspiratorial feel of its predecessor. Jaguar is deploying content on numerous platforms, including Google Glass, to ensure that as many consumers as possible see the message ([see story](#)).



Watch by Louis Vuitton

French apparel and leather goods house Louis Vuitton is strengthening its position in the watchmaking field with the opening of a Geneva watch factory.

In 2011, Louis Vuitton announced the acquisition of La Fabrique du Temps, a workshop located near Geneva that specializes in designing and fabricating movements such as tourbillons and minute repeaters. The official opening of La Fabrique du Temps on Oct. 7 allows Louis Vuitton to house all of its watchmaking in one place for quality control and spur technological developments ([see story](#)).



Promotional image for Louis Vuitton Iconoclasts line

LVMH Moët Hennessy Louis Vuitton's United States-based brands are furthering their commitment to gender equality with the signing of the United Nations' Women's Empowerment Principles.

Marc Jacobs International CEO Sebastian Suhl, Donna Karan for Donna Karan International and Pierre-Yves Roussel, chairman and CEO of LVMH Fashion Group were among those that made their devotion to female workplace equality official. This is part of LVMH's larger efforts to boost diversity among its employees, which includes nurturing talent through professional developmental programs ([see story](#)).