

BLOG

Top 5 brand moments from last week

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Fondation Louis Vuitton

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The first attendees walked into the cloud of glass and fans asked Nordstrom anything.



While Louis Vuitton showcased its new cultural center, Nordstrom chatted it up on Reddit and Diane von Furstenberg got ready for her new TV debut. Jaguar ramped up its efforts in China and Neiman Marcus made shop easier for consumers.

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



Promotional image for "House of DVF"

American fashion label Diane von Furstenberg geared up for the premiere of its brand-centric television show with a multichannel campaign.

Prior to the first episode of “House of DVF,” airing on E! on Sunday, Nov. 2, the brand has been reaching out on social media and has set up a city-wide installation in New York to generate a conversation about the pilot. The show is likely to appeal to loyalists, while also opening up awareness of the brand and founder to a wide audience ([see story](#)).



Fondation Louis Vuitton

The Louis Vuitton Fondation opened Oct. 27. The Frank Gehry-designed center contains 11 galleries that promote 20th- and 21st-century artistic and creative movements.

CEO Bernard Arnault’s art patronage is well-known, and this latest commission of the foundation, conceived in 2006, demonstrates a top-down commitment to the arts in LVMH. Located in the north of Paris, the 126,000 square foot foundation acts as a nexus for the conglomerate’s artistic activities ([see story](#)).



Jaguar Land Rover facility in China

Jaguar Land Rover is increasing its presence in China with its first overseas manufacturing facility in the city of Changshu.

The joint Chinese-British automotive plant will be operated with the Chinese manufacturer Chery Automobile Company. By 2016, the facility is slated to produce 130,000 vehicles per year ([see story](#)).



Neiman Marcus snapping feature

Department store chain Neiman Marcus has updated its mobile application to provide a quick and easy shopping option for consumers through a new “Snap. Find. Shop.” feature.

Neiman Marcus has paired with mobile visual search firm Slyce to create a shopping feature that allows consumers to snap a photo of an item they like and have the app find a similar item sold by the retailer. Snap. Find. Shop. will likely appeal to the younger, more tech-savvy consumer who is interested in finding the latest trends and styles ([see story](#)).



Nordstrom joins Reddit

Department store chain Nordstrom is among the first luxury brands to create its own Reddit username and community.

The social media platform creates a space for individuals to hold discussions and vote upon topics. Nordstrom has created a Reddit likely to create consumer interaction beyond Facebook likes, tweets and Instagram photos, and the nature of Reddit will allow the brand to hold conversations with its consumers about directed topics ([see story](#)).

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