

BLOG

## Top 5 brand moments from last week

November 10, 2014



*London department store Harrods*

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By JOE MCCARTHY

Washington trudged toward even more gridlock, while luxury brands cruised toward the holiday season.

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Harrods and Printemps further demonstrated the intriguing potential of interactive windows, while Burberry launched its first campaign in a while. Elsewhere, Trump Collection tapped the political prediction machine to generate interest in its upcoming Washington property.

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



*Burberry "From London With Love"*

British fashion label Burberry is getting consumers in the holiday spirit with the launch of its first global festive campaign centered on young love.

The campaign centers on the four-minute film “From London with Love,” a theatrical feature complete with 50 dancers that takes consumers on a “magical gifting journey.” Throughout the campaign, Burberry infused elements of its heritage and Britishness, showcasing the iconic gifts associated with the brand ([see story](#)).



*Ms. King for Dolce & Gabbana's Dolce*

Condé Nast is launching shoppable banner advertisements for luxury beauty marketers, such as Gucci and Dolce & Gabbana to reach consumers and get conversions without leaving content pages.

In the next few days, the first ads using Shopbeam’s AdShops technology will appear on the digital versions of Allure magazine, letting readers shop directly from the ad without leaving the page. As brands struggle to find ways to rise above the traditional banner ad, allowing this level of customer interaction will help get consumers engaged ([see story](#)).



*The exterior of Printemps' Paris store*

French department store chain Printemps is featuring British fashion label Burberry in the holiday campaign at its flagship store on Boulevard Haussmann in Paris.

“The Magical Christmas Journey by Burberry” tells the story of a young boy who floats from London to Paris on an umbrella. Through in-store displays, a large installation on the store’s façade and an exclusive collection, Burberry will be able to reach Printemps’ customers, while also generating foot traffic for the retailer ([see story](#)).

British department store Harrods is helping U.S. fashion label Ralph Lauren gain attention for its first Polo line for women with a mobile-enhanced window display.

Using mobile proximity technology, the displays let passers-by unlock exclusive and interactive content. Going beyond the traditional window display enables a brand to expand the customer experience through multiple channels ([see story](#)).



*Old Post Office Building, Washington, the location for Trump Internatioanl Hotel*

Trump Hotel Collection is capitalizing on the excitement surrounding the presidential election with a unique bidding initiative coinciding with the Trump International Hotel's Washington debut.

The brand worked with Forward Market Media to let politically passionate consumers bid on rooms for the week of the presidential inauguration Jan. 20, 2017. To add another element of excitement to the campaign, winning bids are legitimate only if the right candidate is predicted ([see story](#)).

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