

BLOG

## Top 5 brand moments from last week

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*Anya Hindmarch leather stickers*

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By JEN KING

Last week brands sought to entertain through playful stories told by characters that may not be immediately associated with luxury.

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With the help of some friends, namely an off-kilter personal shopper, a stuffed teddy bear and a sales associate who found his way after the trials and tribulations of finding a fitting occupation, luxury brands were able to humanize themselves while sharing character and highlighting services. Do-it-yourself craftsmanship and abetting consumer feedback also work to foster these relationships by putting the consumer, to some degree, in control of the branded experiences.

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

British handbag label Anya Hindmarch is offering consumers a chance to play with its leather stickers in the sticker shop on the brand's Web site.

The sticker shop presents consumers a chance to arrange the stickers on various products to decide which sticker would look best on which item. This interactive feature will likely increase consumers' interests in the stickers and allow them to visualize the stickers on their accessories and in their everyday lives ([see story](#)).



*Bloomingdale's Bow Knows still*

Department store chain Bloomingdale's is putting the focus on its sales associates for the holidays with a series of videos featuring a perky, sometimes comically misguided, mascot assisting consumers.

Bow, who is very knowledgeable of the store, tries very hard to help consumers find their ideal gift for loved one, even if her help is sometimes taken the wrong way. Department stores have been using their customer service to differentiate themselves this holiday season, and this quirky campaign is likely to help Bloomingdale's stand out ([see story](#)).



*Facade of Fortnum & Mason*

British department store Fortnum & Mason is asking for feedback in regards to its new beta Web site to ensure the best experience for consumers.

Brands often retool their Web presence to avoid stagnation and to keep up with current ecommerce trends and formats, whether it be a streamlined tile format or a more immersive user experience. Although sites are often made over it is less common to directly ask for consumer's feedback, especially in the luxury space ([see story](#)).



*Mr Porter's Mr Christmas*

Men's online retailer Mr Porter is looking to spark Christmas spirit and belief with a cartoon social video that shows Christmas spirit is not just for children.

The video tells of a man who loses his spirit one Christmas as a child and cannot find his way in life since. The film is a fun way for Mr Porter to celebrate Christmas and remind its consumers that Christmas can be fun for adults, too ([see story](#)).



*Jack the Bear*

Department store chain Saks Fifth Avenue is introducing its gift selections with help from a well-connected stuffed animal.

Jack the Bear has taken over Saks' Instagram account as he travels delivering gifts to his many celebrity friends, including designers Joseph Altuzarra and Tamara Mellon. During the holidays, consumers respond well to social content that is “cute and cuddly” ([see story](#)).

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