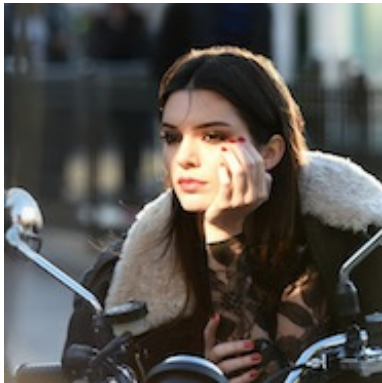


BLOG

## Top 5 brand moments from last week

January 26, 2015



*Behind the scenes on an Estée Lauder ad shoot with Kendall Jenner. Photo courtesy of Estée Lauder.*

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By SARAH JONES

Brands struck strategic partnerships to reach a younger audience, realizing that they are the future luxury consumers.

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**Luxury Daily**

From a reality television star's new campaign to a millennial designer's take on a heritage furniture label, brands sought input from a new generation of tastemakers. Others aimed to serve consumers' interests by making the roads safer or helping them fulfill desires.

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

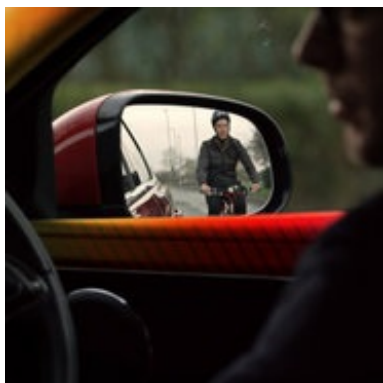


*Kendall Jenner for Estée Lauder*

Beauty marketer Estée Lauder is showing how its latest product multitasks with a

campaign fronted by model Kendall Jenner.

Estée Lauder's Little Black Primer is described as a "lash multi-tasker" that can be worn alone or with a preferred mascara to boost effects. Ms. Jenner was selected by the beauty brand as its ambassador in November to align Estée Lauder's namesake products with a younger consumer sect, likely enamored by the model's notoriety ([see story](#)).



*Jaguar bike sense*

British automaker Jaguar Land Rover is looking to make urban roads safer with features that will alert drivers of the presence of bikes and motorcycles.

Every year in the United Kingdom, 19,000 cyclists are killed or injured on the roads, but with Jaguar Land Rover's "Bike Sense" feature, cyclists' presence will be more obvious and bike-related accidents will decrease. The addition of this feature will likely draw attention from consumers all over the world, especially in cities where bikes and scooters are a common means of transportation, such as Beijing ([see story](#)).



*Mercedes-Benz "Museum Monday"*

German automaker Mercedes-Benz is releasing a new Web series to educate viewers on the history and accomplishments of its classic automobiles.

The series, titled "Museum Monday," is set in the Mercedes-Benz museum in Stuttgart, Germany, where more than 160 vehicles are on view. It stars Uke, the night guard at the museum, who gives a tour of different exhibitions and explains historic facts ([see story](#)).



*Alexander Wang spring/summer 2015 campaign image*

American fashion designer Alexander Wang is helping Italian furniture brand Poltrona Frau reach urbanites with a capsule collection.

Mr. Wang, who also serves as the creative director of Balenciaga, is known for his typically dark color palette and streetwear influences, which translated to an all-black trio of pieces for Poltrona Frau. The home furnishings brand frequently collaborates with traditional designers, but this may help raise awareness among a younger set ([see story](#)).



*View from Ritz-carlton Laguna Niguel*

The Ritz-Carlton Laguna Niguel in Dana Point, CA, will aggregate a bucket list throughout the year with weekly social posts identifying possible experiences offered by the hotel.

The “Epic Bucket List Experience” will incorporate activities posted online and allow guests to live out some of their wildest dreams. Playing to guests’ desires will likely draw attention to The Ritz-Carlton Laguna Niguel and intrigue dream-seeking travelers to try the package ([see story](#)).

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