

BLOG

Top 5 brand moments from last week

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Fairmont Marina Residences in Abu Dhabi

By SARAH JONES

The name of the game last week was collaboration, with brands finding strategic partners to raise awareness or achieve a common goal.

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Omega shared its work with a specific cause, while Neiman Marcus found a way to incorporate its customer service into hotel guests' stays. Finding the right collaborator can help a brand reach a new set of consumers whose interests align with its own values.

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



Fairmont Empress Hotel in Victoria, British Columbia, Canada

Fairmont Hotels & Resorts is leading the industry in sustainability, having recently

become the first hospitality brand to reduce its carbon dioxide emissions to the World Wildlife Fund's recommended target.

The hotel brand announced that it has been able to reduce its carbon dioxide emissions to 20 percent below its 2006 levels, thus achieving the ambitious goal suggested by the WWF's Climate Saver's Program. Individual hotels around the world used different strategies to improve their sustainability and bring down the company's total emissions ([see story](#)).



Amgen Tour of California

Toyota Corp.'s Lexus is bringing its "pursuit of perfection" to light as the exclusive automobile partner of the 2015 Amgen Tour of California.

During the professional cycling race, more than 125 Lexus vehicles will serve as transportation for the event's personnel, teams and medical staff. To further its presence at the sporting event, Lexus will entitle two stages of the races and will be present at daily podium awards ([see story](#)).



Orbis International patient

Swiss watch manufacturer Omega is taking to the sky to further a humanitarian partnership with Orbis International as the nonprofit combats visionary disorders in undeveloped countries.

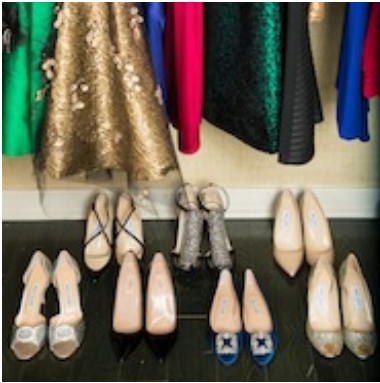
Omega has supported Orbis International and its Flying Eye Hospital since 2012 and stands behind its mission to bring quality eye health to the world through training, research and advocacy. To spur additional awareness for Orbis International's cause, the watchmaker has teamed with longtime brand ambassador Cindy Crawford for a documentary titled "The Hospital in the Sky" ([see story](#)).



1960 Ferrari 400 Superamerica SWB Cabriolet lot from RMsOtheby's

Auction house Sotheby's is strengthening its efforts in the automotive sector with a new partnership with a collector car auctioneer.

Sotheby's has acquired a 25 percent stake in RM Auctions, which will be known as RM Sotheby's going forward. High-end automobiles represent a \$2 billion market, providing both parties with strong potential as they prepare for their first joint sale ([see story](#)).



St. Regis' Neiman Marcus Closet

The St. Regis Washington has partnered with retailer Neiman Marcus to offer guests a bespoke closet and personal shopping experience during their stay.

When traveling, affluent consumers seek out unique experiences ranging from branded shopping excursions to exotic tasting menus organized by the property at which they are staying. St. Regis' partnership with The Neiman Marcus Closet will allow the hotel to cater to the interests of its affluent guests ([see story](#)).

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