

BLOG

Top 5 brand moments from last week

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Tesla teams with Ben & Jerry's

By JEN KING

Luxury brands are highly active in philanthropic causes and often work with charities and create programming that better the lives of their enthusiasts and core consumers.

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Although luxury brands can be seen as stoic, with many maintaining a high-brow air of sophistication for most occasions, the amount of charity work reflects the true nature of many houses. The humanizing quality of charity work, and having a sense of humor in light of consumers' common perceptions, leaves a long lasting message of care, accessibility and appreciation.

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



Audi's autonomous office chair

Audi of America tricked consumers this April Fools' with a screen takeover video on The Onion that pretended to advertise an autonomous office chair.

The chair does everything from avoid user's supervisors to deploy an airbag in case of a collision. The humorous intentions of this fake advertisement offered an amusing take on the autonomous vehicles and drives attention to Audi's advances in technology for its self-driving car ([see story](#)).



More Magazine/Fitness/Shape Magazine Women's Half Marathon Facebook post

Department store chain Bloomingdale's is celebrating women with a yoga class for the runners of the annual More/Fitness/Shape Women's Half Marathon in New York, the largest women's half marathon in the country.

The day before the race, April 18, women are invited to the 59th Street store for a half hour yoga session. The proceeds of the yoga class will benefit the New York Road Runners Run for the Future program which helps high school girls in New York get fit and earn money for college ([see story](#)).



Gotham Air helicopter

Helicopter charter brand Gotham Air is joining JFK Rotary in inviting individuals to JFK Airport to participate in a 5K run April 19 for the victims of the explosion on Second Avenue in New York.

JFK Rotary has hosted this event since 1972 and this will be Gotham Air's first year participating. The runway run's timeliness in response to the recent explosion will raise funds for those injured and displaced as a result of the tragedy ([see story](#)).



Brioni spring/summer 2014 collection image

French luxury conglomerate Kering is doing its part to promote sustainability by partnering with a new technology company to develop innovative strategies for recycling fabric.

Textile waste is a significant problem in the fashion industry, and the pioneering start-up Worn Again is seeking to solve it once and for good by creating chemical recycling technology that will allow fabric to be repurposed. By partnering with Worn Again, Kering is reaffirming its commitment to ending textile waste in the luxury industry ([see story](#)).

U.S. electric automaker Tesla Motors is supporting ice cream maker Ben & Jerry's climate change tour in a branded vehicle.

Each summer, Ben & Jerry's drives around the country to bring free ice cream to fans and more importantly build awareness for climate change and spur involvement in the global movement. As an electric automaker, Tesla's ethos aligns with Ben & Jerry's and climate advocates mission and will show off the brand's models while supporting a cause it cares about ([see story](#)).

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