

BLOG

## Top 5 brand moments from last week

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*Video still of Tiffany Cooper for Karl Lagerfeld*

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Through the use of digital touchpoints, a host of luxury brands broadened their presence using different mediums.

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**Luxury Daily**

From mobile drink buying to eye movement capabilities, luxury brands expanded their digital presence in unique and interactive manners. Engaging consumers on varying platforms allows brands to constantly be present in a potential client's life.

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



*Armani's Frames of Life campaign focuses on the diverse perspectives of five individuals*

Italian fashion label Giorgio Armani is asking consumers to share their unique

perspectives by placing themselves within its Frames of Life eyewear campaign.

On a dedicated microsite, consumers can connect and view a series of films featuring diverse, global individuals, with an optional Web cam eye-controlled navigation for added immersion. Allowing consumers to place themselves within the campaign may lead to higher engagement with Armani's content ([see story](#)).



*Chanel's collection on Net-A-Porter*

French fashion house Chanel is taking more steps toward its ecommerce platform with a shop-in-shop on online retailer Net-A-Porter's site.

Coco Crush, a six-piece fine jewelry collection, will launch online prior to being in-store. The soft opening of ecommerce through Net-A-Porter will likely offer Chanel some insight to its consumer's willingness to buy online ([see story](#)).



*Video still of Tiffany Cooper for Karl Lagerfeld*

Fashion label Karl Lagerfeld is showing off its "humor and self-mockery" through a capsule collection and animated video starring the namesake designer and his furry friend Choupette.

The film brings to life illustrator Tiffany Cooper's comical drawings of the duo off on summer adventures, hula dancing in Hawaii or attending sleep away camp. This shows that the brand's designer does not take himself too seriously, even when working for illustrious brands such as Fendi and Chanel ([see story](#)).



*Moët uses Skosh to send Champagne to friends*

LVMH-owned Champagne maker Moët & Chandon is embracing mobile sharing through the use of social drinking application Skosh.

Moët & Chandon served as the official launch partner of Skosh during the Miami Open Tennis Tournament Finals March 23 through April 5. The app, created by Moët & Chandon's digital creative agency of record **Bush | Renz**, allowed consumers anywhere in the country to send a glass of Moët Champagne to an individual attending the tennis matches ([see story](#)).

([see story](#)).



*Stuart Weitzman heels*

U.S. footwear label Stuart Weitzman is thinking outside the box of traditional advertising with its first Instagram campaign featuring Cinemagraphs.

The brand worked with Ann Street Studio on a series of Cinemagraphs, in which a still photograph is brought to life with individual moving elements. Running for two weeks, these images will move automatically on social media, catching consumer attention more effectively than a flat photo ([see story](#)).

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