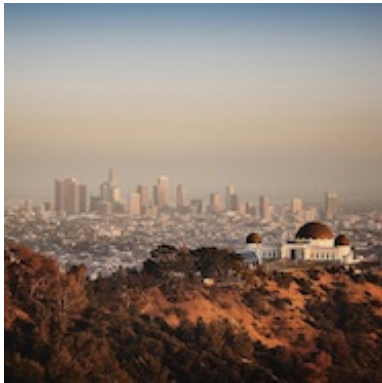


BLOG

## Top 5 brand moments from last week

April 20, 2015



*Burberry Instagram image of Griffith Observatory*

---

By SARAH JONES

Brands showed their tech-savviness, experimenting with immersive digital experiences.



Early adopters embraced Periscope to help consumers feel a part of an event from anywhere in the world, while elsewhere the showroom consultation was altered through the use of augmented reality. Other brands helped consumers give back or acquire their own bespoke private island.

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



*Burberry customized the Snapchat ghost*

British fashion label Burberry welcomed consumers to join the brand as it celebrated the

opening of a new flagship store in Los Angeles with an exclusive event at the Griffith Observatory, which the brand shared on Snapchat.

Up until the day of the event. Burberry posted regular stories to its Snapchat account allowing consumers to witness all of the activities taking place in Los Angeles from their phones. The brand also made its Periscope debut to live broadcast its show ([see story](#)).

Using new social media applications to connect with consumers helps keep a brand relevant among an international audience, regardless of where its events are hosted ([see story](#)).



*Christie's private island*

Christie's International Real Estate is a leader in a new initiative to build self-sufficient and eco-friendly private islands around the world for consumers looking for a unique residential opportunity.

Amillarah Private Islands will allow guests to make their own self-sufficient island and determine its location. Brands often provide luxury services by adhering to the consumer's every wish, and Christie's, along with its partner Dutch Docklands, will be bringing both luxury real estate and customization to a new level with these islands ([see story](#)).

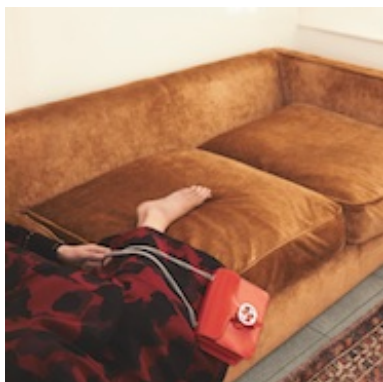


*Ferrari's augmented reality app*

Ferrari Australasia is changing its consumers' showroom visits with an augmented reality application that allows immediate customization and an in-depth look at the vehicles.

Consumers will be able to see the car in a specific color, with certain rims and more options that complete the new showroom walkaround. Integrating digital into a showroom allows frontline sales people from Ferrari to provide more detailed information and

connect with consumers through more mediums ([see story](#)).



*Campaign image for Gucci pre-fall 2015*

Italian fashion house Gucci is moving in a fresh direction with the first advertising campaign from newly appointed creative director Alessandro Michele.

The pre-fall effort captures intimate moments between couples within an apartment, conveying the brand's "contemporary spirit." When a brand is going through a creative transition, it provides an opportunity to play with house codes and portray a slightly different image to consumers ([see story](#)).



*Nordstrom Instalog image*

Department store chain Nordstrom is letting consumers give back through their gift card purchases through a new donation program.

Now, when consumers buy gift cards, 1 percent of the amount will be given to local nonprofits in the United States, Puerto Rico and Canada. The new initiative is launching right before Mother's Day, enabling consumers to gift with good conscience ([see story](#)).

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.