

BLOG

## Top 5 brand moments from last week

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*Jimmy Choo the dog*

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By JOE MCCARTHY

Not many in the luxury industry underestimate mobile these days, not even Jimmy Choo the bull terrier.

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**Luxury Daily**

As the footwear label tapped an eponymous bull terrier to star in a campaign, brands across industries bolstered their mobile offerings. Net-A-Porter merged commerce and content, Rolls-Royce tapped a live-streaming mobile service and Swarovski helped loyalists sparkle.

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



*Jimmy Choo the dog*

British footwear and accessories label Jimmy Choo is showing its whimsical side with an exclusive animation featuring a bull terrier named after the brand.

In the social film created to promote an upcoming capsule collection, artist Rafael Mantesso captures his dog "Jimmy Choo" leading a glamorous lifestyle filled with fashion and parties. Taking this humorous approach may endear the brand to a new generation of consumers ([see story](#)).



*London Craft Week will take place from May 6-10*

Brands are coming together for London Craft Week to remind consumers of the importance of fine craftsmanship and its essential role in the luxury industry.

London Craft Week is a new event that will take place from May 6-10, highlighting all elements of craft and bringing together skilled craftsmen and brands from around the world. Fine craftsmanship is an important element of luxury, and brands can help form closer connections and justify expensive prices by reminding consumers of the extensive work that goes into creating products ([see story](#)).



*Net-A-Porter's The Edit app*

Online retailer Net-A-Porter is increasing its mobile efforts with the launch of two applications that blend content with commerce.

Net-A-Porter's digital magazine The Edit has a new shoppable app, while a social shopping network from the retailer, called The Net Set, is debuting May 13. For Net-A-Porter's digital-savvy audience, these mobile apps give consumers more ways and choices of how to interact and shop ([see story](#)).



*Rolls-Royce Spirit of Ecstasy hood ornament*

British automaker Rolls-Royce is introducing its latest bespoke offering with a modern twist by broadcasting the official vehicle launch on the live-streaming application Periscope.

“Wraith – Inspired by Fashion” is a new model that aims to take the personalization of haute couture to the automobile industry. Its release on Friday, May 8 at the Pratt Institute’s Women of Influence in the Business of Style panel discussion will be streamed live via Periscope, allowing consumers to experience the event on their mobile devices ([see story](#)).



*Swarovski rewards app*

Precision cut-crystal maker Swarovski is elevating the customer experience across channels with a new rewards mobile application.

Loyalty programs become effective when consumers use them frequently and for a range of purposes. Swarovski is ensuring regular use with "Sparkly" rewards or "Sparklisms" that can be earned for a variety of activities and exchanged for prizes ([see story](#)).

Final Take

*Joe McCarthy, staff reporter on Luxury Daily, New York*