

BLOG

## Top 5 brand moments from last week

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*Photo from Bergdorf Goodman #Barkdorks*

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By NANCY BUCKLEY

Digital efforts focused on connecting with consumers on a personal level with live-streaming, puppies and text message shopping presented by varying luxury brands.

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Other brands focused on their foundations, whether the actual founders themselves or its environmental impact, looking inward was a trend. Creating campaigns that elicit personal ties allows brands to connect on a deeper levels with their consumers.

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



*Photo from Bergdorf Goodman #Barkdorks*

New York-based department store Bergdorf Goodman is combining “puppies and purses”

with an online feature touting designer bags.

For #Barkdorfs, the retailer collaborated with PurseBlog to capture pooches modeling different styles from the likes of Fendi and Chloé. These photos stand out from other fashion content on social media, due to their sense of humor and adorable stars ([see story](#)).



*Victoire de Castellane and Christian Dior cartoon*

French couture house Christian Dior is exploring one of its eponymous founder's good luck charms through a new fine jewelry collection.

The piece, a medallion created by Dior Joaillerie creative director Victoire de Castellane, represents a lucky metal star that Mr. Dior found when the house was established in 1947 and always carried on his person. Dior continuously connects its past and famed founder to modern day interpretations of the brand to avoid straying from its roots while maintaining a sense of modernity ([see story](#)).



*Half of Gucci's leather handbags are produced with more sustainable tanning*

French conglomerate Kering is looking to drive awareness and progress within its own organization—and more widely—with the creation of a new methodology that uses financial terminology to measure environmental impact.

The formulas and methodology the group used for its Environmental Profits & Loss Account (E P&L) will be open-sourced, enabling any competitor or company in another industry to value their own “natural capital” gains and losses. Kering recognizes that as only one company among many using the same suppliers, various companies will have to work together to enact change ([see story](#)).



*Promotional image for Nordstrom's Instagram*

Department store chain Nordstrom is expanding its mobile commerce capabilities with a new feature that enables shopping via text message.

The retailer claims its TextStyle is the first of its kind for a department store in the United States, allowing for a secure, one-to-one buying experience between a consumer and a sales associate. Consumers are constantly connected to their phones, so this enables Nordstrom to serve them in a personal way no matter where they are ([see story](#)).



*Tag Heuer's tennis match was widely shared on social media*

Swiss watchmaker Tag Heuer is using the latest live-streaming technology to share fun and exciting events with its followers.

The brand hosted a tennis match outside its store on the Champs-Élysées in Paris, pitting brand ambassadors Maria Sharapova and Nei Nishikori against each other for a lighthearted game. By streaming the event on Periscope, Tag Heuer ensured that consumers around the world would have real-time access to the match as it unfolded ([see story](#)).

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