

BLOG

Top 5 brand moments from last week

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Mercedes-Benz-AMG GT

By JOE MCCARTHY

Who knows how many FIFA executives would have flown in Mercedes-Benz' new VIP aircraft cabins?

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As the automaker teamed with Lufthansa Technik for a truly luxury experience, LVMH was busy broadening its portfolio with the purchase of the daily newspaper Le Parisien. Elsewhere, Barney's released a much-needed mobile app and the fashion industry received a massive rebuke.

Here are the top 5 brand moments from last week, in alphabetical order:



Photo from Barneys New York Instagram account

Department store chain Barneys New York is bringing its online shopping and brand experiences to consumers' mobile devices with the launch of its iPhone application.

This builds on Barneys' other digital touchpoints, enabling consumers to shop with a universal shopping cart across its desktop sites and iPad app, as well as the new iPhone app. As digital becomes an increasingly important part of consumers' lives, it is imperative for retailers and brands to reach them however they wish to connect ([see story](#)).



Chanel CC Cream

French fashion house Chanel is furthering its foray into skincare with the brand's first spa to be housed in the newly renovated Hôtel Ritz Paris.

The Ritz Paris hotel closed in 2012 to undergo extensive renovations which are scheduled to be completed by year's end. Located in Paris' 1st arrondissement overlooking the border of the Place Vendôme, the hotel and fashion house's heritages are linked through Chanel's namesake founder, Gabrielle "Coco" Chanel, making the partnership attractive for the brand's enthusiasts ([see story](#)).



Loro Piana baby cashmere drawing

Luxury conglomerate Moët Hennessy Louis Vuitton announced it is purchasing French newspaper Le Parisien.

LVMH owns the daily financial publication Les Echos and is in negotiations with Amaury Group to purchase Le Parisien and its sister paper Aujourd'hui en France. Expanding its footprint in the media world will likely assist LVMH in extending its reach among both French individuals and its consumers ([see story](#)).

German automaker Mercedes-Benz and aircraft service provider Lufthansa Technik have

teamed to create one-of-a-kind VIP aircraft cabins.

The architecture within the cabins will be jointly designed by the brands to provide an open layout that aims to redefine first-class travel. The collaboration pairs two renowned German companies, and especially helps Mercedes highlight itself beyond its vehicles as a lifestyle brand ([see story](#)).



Screenshot from True Cost

The documentary "True Cost" deftly combines first-hand accounts and broad supply chain analysis to expose a fashion industry gone awry.

The fashion industry has undergone a dramatic evolution in the past several decades as production across price points has been outsourced to developing countries that permit unethical and environmentally corrosive working conditions. While mass market fashion consumption dwarfs luxury consumption, the luxury industry, housing the most coveted brands in the world, has the potential to lead a global reform ([see story](#)).

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