

BLOG

## Top 5 brand moments from last week

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*Daniel Buren and Michelangelo Pistoletto at the Havana Biennale*

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By JOE MCCARTHY

As United States tourism to Cuba thaws, luxury brands stand to benefit.



Louis Vuitton shrewdly positioned itself in Havana following the U.S.' reevaluation of Cuba. Elsewhere, Gucci earned applause after a 10-year partnership with UNICEF helped millions of girls access an education.

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



*Fashion Project Morphing Exhibition*

South Florida shopping center Bal Harbour Shops is bringing consumers a range of art experiences this summer through its Fashion Project.

Fashion Project events trace the evolution of fashion over time and explore the many minds that contribute to lasting trends, showing how sartorial choices influence the broader culture. Driven partly by Art Basel Miami, affluent coastal areas of Florida are attracting consumers with an appetite for art who will appreciate the chance to broaden their awareness of fashion ([see story](#)).



*Video still from Cartier's Paris Nouvelle Vague film*

French jeweler Cartier is celebrating the “extravagant nights” that can be had in Paris with a film for its Paris Nouvelle Vague collection.

The one-minute video centers on a series of chance encounters between a man and a bejeweled woman on the streets of the city. Throughout the film, Cartier’s baubles become part of the action and narrative, using product placement in an engrossing way ([see story](#)).



*Gucci's Growing Tall, video still*

Over its 10-year partnership with charity organization UNICEF, Italian fashion house Gucci has helped more than 7.5 million children in Asia and sub-Saharan Africa.

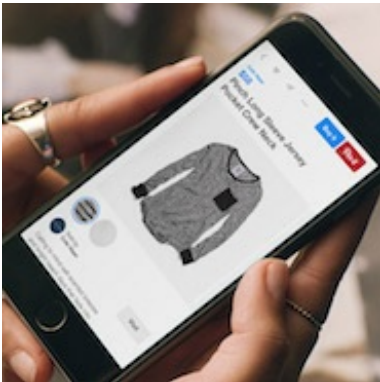
To commemorate this milestone, as well as to highlight children helped by the partnership, Gucci commissioned a short video showing the impact education can have on the lives of young girls. Luxury brands often team with philanthropic initiatives to give back to the community in a host of ways from environmental campaigns to educational efforts ([see story](#)).



*Daniel Buren and Michelangelo Pistoletto at the Havana Biennale*

French leather goods house Louis Vuitton is taking support of the arts global by sponsoring a number of artists at the latest Havana Biennale art exhibition in Cuba.

This year marks the 12th edition of the Biennale, which aims to promote underrepresented voices in the developing world by exhibiting the work of artists from the Caribbean and other locations in the developing world. By sponsoring artists at this year's Havana Biennale, Louis Vuitton is reaffirming its commitment to art from all areas around the world and its dedication to helping artists exhibit their work ([see story](#)).



*Buyable Pins*

Department store chains Neiman Marcus and Nordstrom are expanding their mobile commerce capabilities as launch partners for Pinterest's upcoming Buyable Pins feature.

Available for iPhone and iPad, Buyable Pins enables consumers to purchase items they admire without leaving the Pinterest application. This enables brands to generate sales as their followers are engaging and discovering pins on the app ([see story](#)).

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