

BLOG

Top 5 brand moments from last week

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From St. Regis' Beyond online magazine

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Creative talent shuffled around and content still reigned supreme.

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Luxury Daily

Designer Donna Karan stepped down from her eponymous label and Italy's Emilio Pucci celebrated its new creative director. Elsewhere, St. Regis Hotels drastically upped its content game.

Here are the top five brand moments from last week:



Tali Lennox for Cartier's Dream Catchers feature with Refinery29

French jeweler Cartier is teaming up with Refinery29 to showcase women working to fulfill their dreams in a dedicated feature on the digital media brand's Web site.

Refinery29 and Cartier worked together to profile five women who have followed their dreams in a variety of different careers for its Dream Catchers feature. Wearing Cartier's Amulette Collection, the women discussed where their lives have led them and how they have believed in themselves throughout the entire process ([see story](#)).



Donna Karan

Donna Karan has stepped down from her chief designer position at her eponymous Donna Karan International brand, part of LVMH.

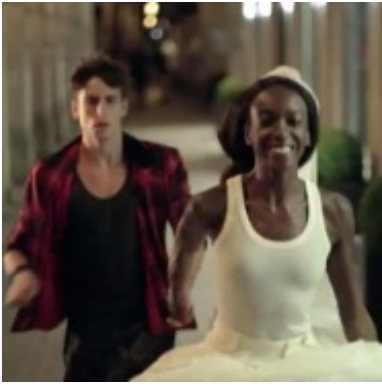
Ms. Karan, who will remain in an advisory role at the company, made the decision after “soul-searching” with LVMH, a choice that enables her to focus more on her Urban Zen business. For now, the Donna Karan Collection line will suspend operations, and the company's employees will shift their efforts towards the DKNY diffusion line, now being guided by newly instated designers Dao-Yi Chow and Maxwell Osborne also of Public School ([see story](#)).



Emilio Pucci Pilot Episode look

Italian fashion house Emilio Pucci is introducing the modernized vision its new creative director Massimo Giorgetti has planned with a multi-faceted event.

“The Pilot Episode,” a reference to the first taped television show in which the tone is set, began as a capsule collection presentation during Florence's Pitti Uomo Imagine trade show, and has continued online in the form of an artsy video. Any time that a brand is facing a creative transition, showing strong support from within the house can help keep loyalists at ease ([see story](#)).



Jean Paul Gaultier campaign screenshot

French fashion brand Jean Paul Gaultier is stoking interest in its latest exhibition through a Parisian scavenger hunt on Twitter and the live-streaming application Periscope.

Social media fans are spurred to track down two fleeing models, Bride and Punk, from the Jean Paul Gaultier exhibit at the Grand Palais des Champs-Élysées, which opened April 1 and will close August 3. Periscope has permeated the fashion industry mostly in the form of immersive runway shows, so Jean Paul Gaultier's use of the app in a way that gives consumers agency presents an expansion of possibilities ([see story](#)).

Starwood's St. Regis Hotels and Resorts is bringing its biannual print publication, Beyond, to mobile, tablet and desktop.

The online portal is part of the brand's attempt to better guide the consumer journey and enter the teeming fray of digital travel content. Furthering this bid for influence, an Aficionado's Guide has been introduced to facilitate trip planning ([see story](#)).

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