

BLOG

Top 5 brand moments from last week

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Michael Kors will be working with Kate Hudson for the Watch Hunger Stop campaign

By SARAH JONES

Luxury brands proved it takes two, with a number of new launches in partnership with non-profits, technology companies and peers.

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By joining up, some brands have been able to offer consumers heightened service or personal benefits, such as data security. Others awed with campaigns that get to the heart of their consumer experience.

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



Screenshot from Bulgari video for its Diagono E Magnesium

Italian jeweler Bulgari is bringing traditional craftsmanship into the digital ecosystem with

an intelligent timepiece focused on data security.

The Diagono E Magnesium is a fully mechanical timepiece equipped with NFC technology, which allows the watch to act as a key that opens a secure Bulgari Vault smartphone application. As wealthy consumers are doing more online, from banking and shopping to email, technology that makes these interactions safer will be a welcome addition.



Lexus concept RC F

Toyota Corp.'s Lexus is exploring the physiological responses that its cars can elicit with a new concept vehicle that shows the driver's heartbeat.

Lexus Australia teamed with creative agency M&C Saatchi to outfit a one-off RC F high-performance coupe with technology that measures the driver's heartbeat and converts that information into a coordinating display on the outside of the car. This first vehicle of its kind communicates the feeling of driving a Lexus in a strikingly visual manner ([see story](#)).

U.S. apparel label Michael Kors is continuing the fight to end world hunger with new vigor now that its eponymous founder has been named a United Nations World Food Programme Global Ambassador Against Hunger.

This recognition of Mr. Kors' efforts comes as the brand is reaching a major milestone with more than 10 million meals delivered to hungry children around the world. In order to rejuvenate its efforts and engage consumers Mr. Kors is partnering with actress Kate Hudson for the next development of the brand's Watch Hunger Stop campaign ([see story](#)).



Neiman Marcus in Walnut Creek, CA

Fashion retailer Neiman Marcus is partnering with online luxury consignment

marketplace The RealReal to provide luxury consumers with a simple way to consign their clothes.

The new initiative will allow consignors to receive payment for their luxury goods in the form of Neiman Marcus gift cards with the added bonus of an additional 10 percent of the value. In this way, consumers can continue to use the gift cards to update their closets with new Neiman Marcus apparel while recycling older products back to the same store in the form of consignment ([see story](#)).



Waldorf Astoria, New York

Waldorf Astoria is paying homage to its namesake Waldorf Salad with a recipe contest in partnership with the California Walnut Commission, which represents the leading growers of one of the dish's key ingredients.

For the Waldorf Salad Refresh contest, consumers are asked to share their own take on the salad for the chance to win a stay at the chain's New York flagship and \$5,000. This initiative offers Waldorf Astoria the opportunity to connect with aspirational consumers, while honoring its culinary heritage ([see story](#)).

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