

BLOG

Top 5 brand moments from last week

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Image created using Louboutinize app

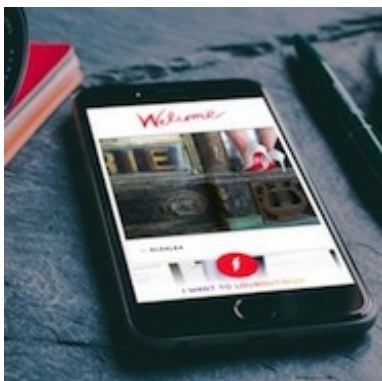
By SARAH JONES

Social media got an update with brands finding new ways to market via existing platforms.

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From turning Instagram around to taking branded user-generated content to the next level, labels connected with consumers in visual imagery. Other efforts brought brands to new locales or launched brand-wide sensory experiences.

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



Christian Louboutin's Louboutinize app

French footwear and accessories label Christian Louboutin is letting its consumers

further display their affection through photography with a branded filter application for iOS.

Much like a branded version of Instagram, the Louboutinize app enables consumers to add one of a handful of exclusive filters that represents an of the label's aesthetic to their photos, which can then be shared on social media. Christian Louboutin's fans actively produce user-generated content showing their favorite purchases, so this app launch may provide new inspiration and spur additional photo snapping ([see story](#)).



Harrods Prestige Village Porto Cervo

British department store Harrods is reaching affluent consumers on vacation with a temporary retail space in an Italian seaside resort in Costa Smeralda.

Harrods Prestige Village in Porto Cervo is an outdoor shopping area featuring boutiques for exclusive labels such as Bugatti, Parmigiani Fleurier, Audi and Hublot. Harrods' bricks-and-mortar retail footprint is limited to London, so this pop-up, returning for the third time, enables the store to interact with consumers in a different environment ([see story](#)).



Screenshot of Mercedes-Benz's @MBUSA_A_Scroll_Through_Time Instagram account

German automaker Mercedes-Benz is building excitement for its appearance at the upcoming Pebble Beach Concours d'Elegance with an Instagram campaign that provides a different perspective.

To celebrate its participation in the Californian collector car and motorcycle show Aug. 15-16, Mercedes created a dedicated Instagram account titled MBUSA A Scroll Through Time, which when viewed horizontally presents a large scale timeline of vehicles that will be featured at the event. As participating automakers gear up for the weekend, Mercedes' unconventional use of Instagram may help the brand stand out to fans ([see story](#)).



St. Regis' "Caroline's Four Hundred" candle

Starwood's St. Regis Hotels and Resorts is presenting a unified front to consumers with a new signature scent that will perfume its many locations around the world.

"Caroline's Four Hundred" is the brand's first bespoke scent, inspired by the Gilded Age socialite and member of the hotel's founding family, Caroline Astor. By uniting its varied locations with one scent, the hotel chain will remind consumers that no matter where they are in the world, St. Regis is comfortable and familiar ([see story](#)).



Cara Delevingne for Tag Heuer

Swiss watchmaker Tag Heuer's ambassadress Cara Delevingne has used her personal timepiece from the brand for a cause dear to her heart, donating it to a conservationist organization studying wild lions in Africa.

The model, a Leo and a passionate supporter of lions, was moved to action following the death of Cecil, raising more than \$14,000 via an eBay auction of her watch for the Wildlife Conservation Research Unit. Showing its support for its representative, Tag Heuer matched the winning bid for a combined \$28,900 donation ([see story](#)).