

EVENTS/CAUSES

British brands fete Queen Elizabeth II with well wishes, memories

September 9, 2015



Her Majesty Queen Elizabeth II

By STAFF REPORTS

British heritage brands are joining in the festivities as Queen Elizabeth II becomes the longest reigning monarch in the United Kingdom's history.

[Sign up now](#)

Luxury Daily

Queen Elizabeth accessed the British throne on Feb. 6, 1952 after the death of her father, became the longest-lived British monarch in 2007 and today has surpassed her great-great-grandmother Queen Victoria as the longest-reigning British monarch. Due to longstanding cultural ties as well as business connections through the appointment of royal warrants, British heritage brands often celebrate the royal family's personal milestones such as weddings and births.

Her Majesty's moment

Countless news outlets, within and outside the UK, have been placing emphasis on Queen Elizabeth's milestone with editorials based on fun facts, memories and images of Her Majesty throughout the last 63 years.

Branded communications followed suit with British shirtmaker Thomas Pink sharing an image of Queen Elizabeth in her youth. London hotel The Connaught took a similar angle

by sharing a picture of the queen from her coronation with hashtags such as #FeelingPatriotic, #GodSaveTheQueen, #British, #Proud and a Union Jack emoji joining the post.

Celebrating Her Majesty Queen Elizabeth II today in London today as the longest reigning monarch in British history.....

Posted by [The Connaught](#) on [Wednesday, September 9, 2015](#)

Royal warrant holder Turnbull & Asser reposted a BBC News article that follows Queen Elizabeth through 63 years in 63 photographs.

Apparel label Pringle of Scotland took a more casual approach to its well wishes for the Queen using a candid shot of Her Majesty as she walked in a meadow. Although the brand does not come out to say that the pink cardigan worn by the Queen is on brand, it is safe to assume that is why the image was selected.

Luxury ship builder Cunard congratulated the Queen by highlight its associations with Her Majesty dating back to 1934 when she attended the launch of the Queen Mary oceanliner. In her lifetime, Queen Elizabeth has attended the 1938 launch of the Queen Elizabeth and the launches and namings of the Caronia in 1947, her namesake ship Queen Elizabeth II in 1967, Queen Mary 2 in 2004 and the Queen Elizabeth in 2010.

She is the only person that can claim attendance at all three Queen Elizabeth ship launches. Cunard included a 38-second film reel showing Her Majesty's involvement.

We hope you enjoy this selection of some of our favourite royal memories.

Posted by [CUNARD](#) on [Wednesday, September 9, 2015](#)

Also, London department store and grocer to the Queen, Fortnum & Mason is celebrating Queen Elizabeth's reign through a celebratory tea blend. The special Queen's Blend Tea includes tea from Kenya, where Her Majesty was staying when she learned of her ascension to the throne.

Today marks the day that Her Majesty the Queen is officially Britain's longest reigning monarch. To celebrate, we have...

Posted by [Fortnum & Mason](#) on [Wednesday, September 9, 2015](#)

The royal family also celebrated the birth of Queen Elizabeth II's great-granddaughter Princess Charlotte this summer.

Days after the highly anticipated birth of Princess Charlotte of Cambridge, luxury brands took the opportunity to congratulate the royal family on social media and present bespoke gifts to the new princess.

The royal birth became a highly anticipated event that was followed closely by people around the world on social media platforms such as Facebook and Twitter. By celebrating the momentous occasion, brands ensured that they stay relevant with consumers and participate in the online conversation ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.