

BLOG

## Top 5 brand moments from last week

September 14, 2015



*Image from Miu Miu's "Les 3 Boutons"*

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By STAFF REPORTS

Nothing tells a story like a good movie, and brands often take advantage of that to create engaging content that can clarify goals, brand values or feelings that are associated with particular products.

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**Luxury Daily**

From fashion brands using and paying homage to the movies to Champagne houses pairing their product with another sensory artistic experiences and hotels opting for new brand voices altogether, the world of luxury is all about brands establishing particular values to connect with consumers and court loyalty.

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



### *Rodeo Drive flagship store*

Italian apparel and accessories label Salvatore Ferragamo is reestablishing its ties to Hollywood with a flagship reopening and its “100 Years, 100 Days” campaign.

The brand’s ties to Hollywood even predate its founding, as Salvatore Ferragamo first found success designing shoes for silent screen stars in the 1910s and 1920s before returning to Italy and starting what has grown today into the Ferragamo brand. The campaign, which parallels Mr. Ferragamo’s path with Hollywood’s and the boutique’s reopening, marked by a star-studded celebration and cocktail party, displays the brand’s ties to Hollywood, home to countless fashion icons of past and present ([see story](#)).



*Promotional image for Hermès Apple Watch*

French leather goods house Hermès joined in the fervor during consumer electronics brand Apple’s Cupertino, CA, press conference Sept. 9.

Technology junkies had been eagerly awaiting the press conference to learn about Apple’s new gadgets such as the next generation of iPhones among a host of other announcements such as an Apple Pencil stylus, a partnership with Adobe and a pregnancy monitoring application. By being part of Apple’s brand announcements, Hermès has better situated its brand and products within the greater technology conversation ([see story](#)).



*Krug Shell animation*

LVMH-owned Champagne house Krug is taking consumers on a journey of taste and sound for its latest pairing event series.

Krug often compliments its tasting events with musical elements to heighten the

experience of the attendee, because with music, as with Champagne, no translation is needed for enjoyment. In this new musical tasting effort, Krug is working with jazz pianist Jacky Terrasson for a worldwide tour with stops in Berlin, San Francisco, Milan, London, Tokyo and Hong Kong ([see story](#)).

Prada-owned Miu Miu is exploring the mystical powers clothing holds through its latest Women's Tales commissioned film.

"Les 3 Boutons" tells the story of Jasmine, a 14-year-old girl whose chance encounter with a surprise parcel containing a gigantic ball gown leads her on a surreal adventure through an ordinary town. This film speaks to the transformative possibilities of a single small detail of apparel that stretches beyond style, a fitting message for the fashion label to align itself with ([see story](#)).



*Exterior of Ritz-Carlton Boston*

The Ritz-Carlton Hotel Company is rebranding itself with a newly designed logo and voice to be implemented across all its properties within a year.

The organization, founded in Boston in 1983, is the parent of not just the Ritz-Carlton hotel brand but also golf clubs, high-end spas and meeting centers, a leadership center, residences and the Community Footprints charity, which focuses on relieving poverty and hunger and protecting the environment. The new logo and color, the first changes in the brand's history, aim to "clarify, simplify and amplify" the brand's identity for global consumers ([see story](#)).

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