

BLOG

## Top 5 brand moments from last week

September 28, 2015



*Suzana Lau of Susie Bubble for Pringle Deconstructed*

---

By SARAH JONES

Heritage brands revamped classic items for a new generation, turning to digital platforms to make a reintroduction.

[Sign up now](#)

**Luxury Daily**

Giving consumers the individuality they desire, brands rolled out campaigns that showcased the variety of looks available through a single garment or accessory. Others responded to a media frenzy surrounding the pope's trip to New York or looked to the '80s for an anniversary campaign.

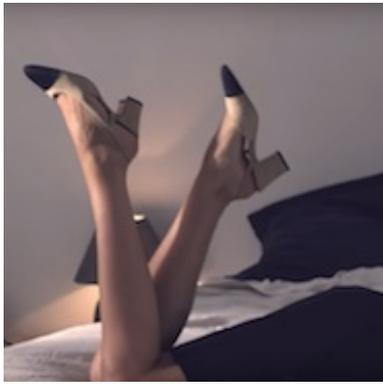
Here are the top five brand moments from last week, in alphabetical order:



*Helicopters chartered by Fly Blade*

With both Pope Francis and the United Nations General Assembly in New York Sept. 25, crowdsourcing helicopter charter brand Blade is responding to consumer demand with a special service.

During both the morning and evening rush hours, consumers will be able to book a helicopter between the west and east sides of Manhattan, circumventing anticipated traffic jams. This may offer an opportunity for Blade to reach new consumers, as they turn to its air travel for the first time to navigate New York on a crowded day ([see story](#)).



*Video still from Chanel's Slingback Story*

French fashion house Chanel is imagining the multifaceted life of a woman wearing its shoes in a new social film series.

“The Slingback Stories” is a set of four short videos that show how a pair of two-tone pumps play a role in different moments of the same woman’s life. This campaign makes the classic shoe relevant to younger consumers by painting a portrait of the new generation of slingback owners ([see story](#)).



*Kelly Framel of The Glamourai for Lagos*

U.S. jeweler Lagos is redefining its signature Caviar motif through the use of ceramic beading to spotlight its innovations.

The Black Caviar line uses sculptural and smooth ceramic Caviar beads in addition to settings with 18-karat gold and diamonds to reinvent Lagos’ classic look in a fresh and modern way. By introducing a new product line that follows brand codes but offers consumers something a little different, Lagos will be able to appeal to wider consumer sect who may not have previously been familiar with its designs ([see story](#)).



*Instagram image from Nicholas Kirkwood 10 launch*

LVMH-owned footwear and accessories label Nicholas Kirkwood is feting its 10-year anniversary with a video game-themed capsule collection, microsite and social campaign.

Based on the 35-year-old eponymous designer's place in the video game generation, the campaign and made-to-order collection play on iconic vintage games, toys and films of the 1980s. With a much younger heritage than many of its competitors, this campaign helps to differentiate the label, showing its modern take on craftsmanship ([see story](#)).

British apparel and accessories label Pringle of Scotland is giving consumers the opportunity to become a designer with an interactive customizer for some of its most iconic knitwear.

Tied to the celebration of its 200th anniversary, Pringle Deconstructed offers the ability to hand select each color and detail, such as monogramming and logo placement, that is used in the brand's Twinset and Argyle styles. Meant to highlight the importance of Scottish craftsmanship, this first of its kind platform will remain long after the end of the bicentennial, creating a new form of distribution for the brand ([see story](#)).

---

© Napean LLC. All rights reserved.

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