

BLOG

Top 5 brand moments from last week

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Image from Saks' "I Left My Heart in Toronto" campaign

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From the latest in technology to environmental initiatives, brands took a variety of approaches to appeal to consumers.

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One brand closed a gap with a video, and another closed it with the latest in connected home technology. Others appealed to consumers' taste for experience and social-consciousness, while one beauty marketer called on star power to show off its latest.

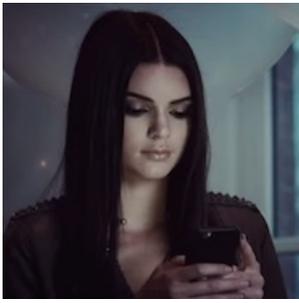
Here are the top 5 brand moments from last week, in alphabetical order:



Blue Rhythm de Chanel

French fashion house Chanel is encouraging consumers to sing the blues through a Tumblr campaign promoting its latest blue-hued cosmetic collection.

Inspired by the spirit of jazz and enlivened by the blogging platform Tumblr, the Blue Rhythm de Chanel line for fall 2015 celebrates the "boldness of blue" through cosmetics in shades of blue and gray, a reference to Chanel's use of "masculine" colors in its apparel during the 1920s Jazz Era. Chanel often takes its branded codes and applies these elements to its cosmetics to embrace a more aspirational demographic of consumers ([see story](#)).



Video still from Estee Lauder

Beauty marketer Estee Lauder is showcasing the lasting effects of its new Double Wear Makeup To Go Liquid Compact with a campaign that paints the product as the life of the party.

"Party Zombies" is a humorous short film that centers on model Kendall Jenner's antisocial house party that could use a boost. This effort from Estee Lauder continues the brand's outreach to the millennial generation by making a relatable statement about the dependency on and connection to mobile devices ([see story](#)).



The Ritz-Carlton Naples, FL

The Ritz-Carlton Resort of Naples, FL, is increasing its use of locally sourced produce by building its own "grow house" in a repurposed shipping container.

Recently, hospitality brands have focused much time and effort on crafting experiences that honor the locations of its hotels while also embracing consumers' penchants for environmentally friendly and ethically sourced experiences. The Ritz-Carlton has executed a number of initiatives, property wide and at specific locations, to ensure guests that its eco-friendly efforts read as authentic and well-planned ([see story](#)).



Image from Saks' "I Left My Heart in Toronto" campaign

Department store chain Saks Fifth Avenue is teasing the upcoming opening of its first Canadian locations by capturing a long-distance love affair that crosses borders.

"I Left My Heart in Toronto" shows a romantic meet-up between bicoastal American blogger Alyssa Campanella and her Toronto-dwelling actor boyfriend Torrance Coombs in his hometown. As Saks prepares for the opening of two new stores in Toronto, showing Canada affection on its channels will likely resonate with its new potential consumers to the north ([see story](#)).



Tesla Model S

U.S. electric automaker Tesla is going the extra mile in the name of convenience for its consumers.

The brand is using the latest technology from Evolved Vehicle Environments Inc. (EVE), EVE Connect, to connect the car with the home for the safety and convenience of the driver. The technology gives Tesla a unique advantage that will appeal to everyone from younger tech-savvy consumers to parents ([see story](#)).

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