

BLOG

Top 5 brand moments from last week

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Still from Tom Ford's spring/summer 2016 runway collection film

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Brands showed their musical appreciation by scoping out new talent or curating their favorite hits.

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Others found ways to give back on a global stage, whether campaigning for gender equality around the world or providing clean water to schoolchildren in Africa. Meanwhile, one fashion label broke out of the box with an unconventional runway show.

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



Barneys New York Madison Avenue flagship store

Department store chain Barneys New York called on consumers to advocate for equality on International Day of the Girl.

In partnership with The Girls' Lounge, the retailer celebrated the United Nations-declared holiday with a social media campaign designed to call attention to workplace and other inequalities that hinder women's success. The initiative continued Barneys' tradition of being a leader among brands in social equality movements and creates a desirable and attractive image to prospective consumers ([see story](#)).



Four Seasons Hotel Austin

Four Seasons Hotel Austin, TX, is ensuring guests are immersed in the city's musical offerings with its latest initiative.

Austin is often called the "live music capital of the world," so the hotel is fittingly curating a series of Spotify playlists for its guests. Travelers expect luxury hotels to have strong ties with the city, and offering a sampling of music is a way to do just that while also connecting with consumers on a deeper level ([see story](#)).



A pupil from Exodus Academy takes water from a LifeStraw container

British automaker Jaguar Land Rover is furthering its work on global causes with a new water filtration project set to benefit 300,000 students in Africa.

For this five-year venture, Jaguar Land Rover is working with Climate Care and Vestergaard to install LifeStraw filtration systems in communities that feed into 375 schools in Bungoma County, Kenya. Launched in 2013, Jaguar Land Rover's global CSR program has a goal of impacting 12 million individuals by 2020 through initiatives centered on education, technology, health, well-being and the environment ([see story](#)).



John Varvatos' spring/summer 2014 collection

U.S. fashion label John Varvatos is looking to dress the world's next big rock star through a new app geared toward emerging fashion and musical talents.

The brand is working with talent discovery platform Feels, which has recently launched a mobile application on which aspiring musicians can upload their songs, with one lucky aspirant being selected to perform at Metropolis Studios and sign a record deal. The partnership is in line with the music-heavy image Varvatos has already cultivated, in part by dressing Alice Cooper, Iggy Pop, Dave Matthews and others in its advertisement campaigns ([see story](#)).

U.S. fashion label Tom Ford has gone against the grain by choosing not to stage a live runway presentation for its spring/summer 2016 collection.

Live-streaming fashion shows has become commonplace whether they are filmed from above by drones or documented by models through the use of streaming and live action applications such as Snapchat and Periscope. Tom Ford has dismissed the aforementioned marketing techniques, opting for a social video adaptation of a

runway presentation, but is the designer's statement a reflection of where the future of fashion shows lies ([see story](#))?

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