

BLOG

Top 5 brand moments from last week

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Valentino Donna bottle

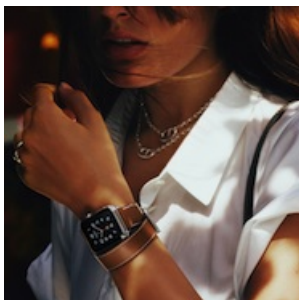
By FORREST CARDAMENIS

It was a creative and star-studded week all through luxury.

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One giant became a sponsor for another giant, and a big-name automaker turned heads with a move into a new car. Others used videos both for promotional and safety causes, while one jeweler reminded consumers of what good company they could be in with a transaction.

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



Promotional image for Herms Apple Watch

Consumer electronics giant Apple has been announced as the sponsor of the annual gala organized by the Metropolitan Museum of Art's Costume Institute.

The 2016 gala, titled "Manus x Machina: Fashion in an Age of Technology," to be held on May 2 in New York will delve into the industry's fascination with technological innovations, whether that be wearables or 3D printing. Recently, Apple has ventured deeper into the luxury sector through its Apple Watch partnership with French leather goods house Herms, a collaboration predicted by experts as technology and the fashion industry continue to merge ([see story](#)).



Elizabeth Taylor wearing Bulgari jewels

Italian jeweler Bulgari will host a pop-up installation within British department store Harrods to explore some of its most glamorous celebrity fans.

From Oct. 30 through Nov. 28, Bulgari's "Dolce Vita" interactive display in the exhibition space at the retailer will pay tribute to the house's famous patrons Elizabeth Taylor, Gina Lollobrigida, Ingrid Bergman and Anita Ekberg and enable consumers to have their own diva moment caught on camera. Giving attendees the opportunity to actively engage with the exhibition will likely leave a more lasting impact ([see story](#)).



Exterior of Mercedes-Benz apartment

German automaker Mercedes-Benz is creating a home away from home for jetsetters through a set of residential properties developed with Frasers Hospitality Group.

For Mercedes-Benz Living @ Fraser, the automotive brand partnered with Swarovski and Burmester on a set of six rental apartments, which integrate Mercedes-Benz style and technology. This first residential real estate project for the car brand will enable Mercedes to communicate a lifestyle to consumers ([see story](#)).



Veuve Clicquot Scream Your Love megaphone

Mot Hennessy USA and fine alcohol distributor The Charmer Sunbelt Group are working to raise awareness for the dangers and health concerns associated with serving alcohol to underage consumers.

The partnership will promote the Federal Trade Commission and The Century Council's "We Don't Serve Teens" campaign in the New York area, with the centerpiece a PSA from Sen. Kristen Gillibrand. Taking a stand on an issue that directly relates to its products may help the association stick in consumers' minds ([see story](#)).

Italian fashion house Valentino has captured its Roman raison d'être in the form of its latest fragrance, Valentino Donna.

Valentino Donna is the feminine version of the male cologne, Valentino Uomo, which debuted in 2014 after a lengthy campaign reveal. Valentino describes the scent as being without provocation, but with "a hint of elegance, fragility and irreverence" connecting the Valentino Donna fragrance to the brand's ideal consumer ([see story](#)).

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