

BLOG

Top 5 brand moments from last week

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Bergdorf Goodman Instagram post showing Anna Dello Russo, Linda Fargo and Humberto Leon in Bitmoji form

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Brands showed their inventive side, taking existing concepts and bringing them into the 21st century.

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From a tennis match held on a floating court to an advertising campaign captured on Snapchat, labels sought notoriety from consumers by being different. Still others brought aspects of their brands into the digital space, giving wardrobe makeovers to avatars or sharing a historic library on e-readers.

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



Burberry Snapchat campaign in progress

British fashion label Burberry is peeling back the curtain on its Mario Testino-lensed fashion campaign through a live content feed on Snapchat.

Starting at 12 p.m. EDT on Oct. 22, consumers had just 24 hours to view the spring/summer 2016 campaign and footage captured during the shoot before the content disappears. The ephemeral nature of Snapchat can help consumers feel like part of a brand's inner circle by being able to catch content, making this an ideal way to reach Burberry's most loyal fans first ([see story](#)).

Mobile application Bitmoji is getting a high-fashion makeover with the introduction of luxury apparel collections to its avatar creation platform.

Bitmoji Fashion allows users of the app to dress up their virtual personas with in-season merchandise from the likes of Kenzo, Marc Jacobs and Alexander McQueen. This new feature will likely appeal to both an aspirational and traditional luxury audience, enabling consumers of all price points the opportunity to wear the labels that reflect their personal style ([see story](#)).



Jaguar XF

British automaker Jaguar is poking fun at the stereotyped businessman in a short for its new XF.

The one-minute film paints Jaguar's "luxury business saloon" as a disruptor to the type of cars driven by the clichéd suit, who are seen playing into over-the-top tropes. Playing into accepted notions of business culture to an extreme may help inspire consumers to break from the expected with Jaguar ([see story](#)).



St. Regis New York exterior

St. Regis Hotel New York is letting its bookish patrons peek into the building's past.

The library of John Jacob Astor IV has been encased in the same spot since 1904 on the second floor of the St. Regis Hotel, which the Astor family opened, and its contents will be made available to the property's guests on Thornwillow Press leather-bound Amazon Kindle readers. The offering simultaneously gives consumers a look into the hotel's history, the life of a historical figure and a way to pass the time ([see story](#)).



Maria Sharapova for Tag Heuer

Swiss watchmaker Tag Heuer hosted a tennis match on a floating court in Singapore to actualize its advertising mantra, "Don't crack under pressure."

The court was scheduled to be unveiled on Oct. 22 after it took crews 10 days to complete, with the reveal becoming an evening event on the tail end of the WTA Finals in Singapore. Staging unique events can help an event sponsor stand out among the noise and leave a lasting impression that may determine consumers' future purchases ([see story](#)).