

BLOG

## Top 5 brand moments from last week

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*Gucci fall/winter 2015 campaign, Gucci Blossom motif*

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From automobiles to fashion houses, unexpected promotions were king.

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Users got to dictate the direction of an automaker's video and one fashion house gave its patterns away while another brought in outside help. Elsewhere, jewelers and hotels went the extra mile to connect with consumers.

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



*BMW X1*

German automaker BMW is using mobile streaming application Periscope to have fans "choose [their] own destination."

BMW recently turned to Periscope to launch its M2 model, and now the automaker has used the platform to debut its first-ever live-action adventure, #X1WhatsNext. The adventure allowed enthusiasts to control movements and decisions via Periscope live voting throughout the day on Oct. 28 ([see story](#)).



*David Yuman engagement ring*

U.S. jeweler David Yurman is emphasizing the story surrounding a marriage proposal to keep its engagement rings top of mind.

To promote its engagement rings and wedding bands, David Yurman has filmed a short social video capturing moments in a couple's relationship leading up to and after their marriage proposal. While shared socially, the post is also sponsored on Facebook to increase visibility as engagement season begins with the holidays approaching ([see story](#)).



*Gucci fall/winter 2015 campaign, Gucci Blossom motif*

Italian fashion label Gucci is asking online talents to repurpose its latest print motifs into artwork.

Gucci, under the creative direction of Alessandro Michele, has recently launched two new prints, Gucci Blossoms and Gucci Caleido. These prints, floral and geometric patterns respectively, have been adapted to bridge Gucci's heritage and contemporaneity by being overlaid onto the brand's signature double GG design ([see story](#)).



*Promotional image for Louis Vuitton Iconoclasts line*

French apparel and accessories house Louis Vuitton is looking to alter luxury's relationship with the technology world through an industry-first hackathon.

Held on September 25, "Unlocking the Future of Luxury" brought together 58 developers, who were asked to work in teams for 48 hours to create an application that would enable the brand to better understand its consumers and where the luxury industry is headed. Seeking this outside input and expertise may help Louis Vuitton innovate within its company, as well as give data engineers an inside look at the company ([see story](#)).



*Shangri-La guest using its virtual reality headset*

Hotel chain Shangri-La is rolling out virtual reality headsets to transport potential guests to properties across its global portfolio.

Shangri-La's Samsung Gear virtual reality headsets, along with 360-degree view YouTube videos, will bring the hotel chain's properties to life to allow guests to travel to far reaching destinations. According to Shangri-La, it is the first luxury hotel chain to implement fully integrated virtual reality technology into its sales process, a tactic often used by automakers ([see story](#)).

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