

BLOG

Top 5 brand moments from last week

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Image from Hermesistible microsite

By STAFF REPORTS

Personal touches celebrating a brand's heritage or a consumer's individuality are common throughout modern luxury.

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Luxury is dependent on exclusivity which has resulted in brands hosting limited-access events and marketing initiatives that support individuality and their unique market standing. With the introduction of digital, luxury houses have been better able to be viewed as inclusive through user-generated content, raffle promotions, insightful travel guides, product customization and familiar positioning.

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



Yeezy Season 1 Boost 350 adidas sneakers, available at Barneys

Department store chain Barneys New York is attracting additional attention to the Kanye West-designed footwear collection it will soon carry through an online raffle.

The Yeezy Season 1 collection of apparel and adidas footwear line is the first for the brand by the rapper-turned-designer, and has created significant buzz in the industry. As one of the collection's authorized retailers, bringing attention to its product offerings, especially something much talked about, will place Barneys in the same conversation as Yeezy Season 1 ([see story](#)).



Dior Secret Garden campaign image featuring Rihanna

French couture house Christian Dior is giving consumers the opportunity to view the world through a unique lens with the launch of a customization platform for its eyewear.

#MyDiorSoReal lets consumers build a pair of sunglasses to their specifications, selecting the type of lens and color of various parts of the frame. Choosing eyewear for this customization effort will enable Dior to introduce its bespoke capabilities to an entry-level audience ([see story](#)).

French leather goods maker Hermès is piquing consumer interest in its new fashion jewelry line by equating the baubles to similar temptations.

The label launched an "Hermsistible" microsite that introduces a new lexicon of terms that can be used to describe feelings of childlike indulgence, jealousy and escape, using still and animated images of women to illustrate the ideas. This tactic associates the accessories with a personality, allowing consumers to see a piece of their own experiences within the campaign ([see story](#)).



Luisa Via Roma Fashion Fridge

Italian department store Luisa Via Roma is taking a gourmet spin on the "show us what's inside your" concept.

User-generation social initiatives often focus on how consumers style or use a specific product, with some brands asking fans to show exactly what is inside their handbag or even the trunk of their vehicle. In this case, Luisa Via Roma is encouraging followers to customize their refrigerator and share the image on Instagram ([see story](#)).



Image from Tod's Italian Notes

Italian fashion label Tod's is positioning itself as an expert authority on its home country with the release of a guidebook.

Tod's Italian Notes gives an insider's perspective of major cities including Milan, Venice and Florence, offering tips on the widely unknown eateries, shops and sights each destination has to offer. A luxury brand's identity is intrinsically tied to its home base; therefore, this guide serves as a look into both Italy and Tod's itself ([see story](#)).

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