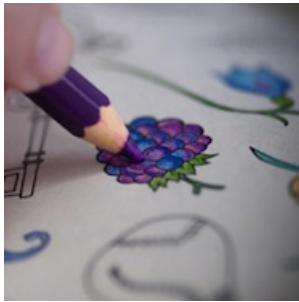


BLOG

## Top 5 brand moments from last week

November 23, 2015



*Coloring mandalas for adults*

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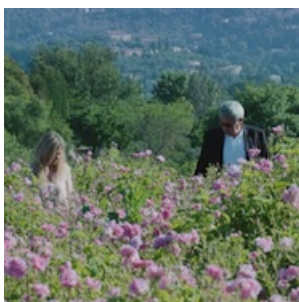
By STAFF REPORTS

Approaching issues such as career-related stress and environmental concerns in an unexpected way is transforming the luxury space.

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Brands are becoming increasingly aware as consumer interests and desires change and many in the luxury space have executed programs that mirror these sentiments. From art therapy and print editorials to displays of transparency and feats of physics, luxury still maintains ways to surprise by boosting a modern outlook and conscientious strategy.

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



*Still from Dior's Quest of Essences*

France's Christian Dior is setting out on a "quest for essences" in a Web documentary series exploring the relationship between the land, people and raw materials that contribute to its fragrances.

Dior's perfumer-creator Franois Demachy serves as the series narrator since he is the direct connection between the house's fragrances and the sources of the materials used. Providing consumers with access to the creative process in an intimate way, relying on nature rather than Dior's codes, allows the quality of the brand's fragrances come through ([see story](#)).

Four Seasons Hotel's property in Austin, TX is thinking outside the box by coloring within the lines.

The property is encouraging guests to ease stress while increasing creativity through the introduction of adult coloring books and crayons. The ideology is quickly becoming a surging trend with crayon maker Crayola debuting adult coloring kits and similar books trending online ([see story](#)).



*Merino sheep on the Australian grasslands*

French luxury conglomerate Kering is helping the world visualize its environmental impact with an interactive environmental profit and loss statement.

Kering's results page on the conglomerate's Web site contains a grid depicting the various steps in production and environmental categories in which it could make an impact, with each square containing a circle in relation to the impact that has been made. Kering's transparency shows its dedication and the steps it has taken while also helping other companies to examine where they can make changes one step at a time ([see story](#)).



*Land Rover atop a paper bridge*

British automotive brand Land Rover is turning heads by testing its flagship SUV on a new kind of terrain.

To celebrate 45 years, the Range Rover was driven over a paper bridge in China, a feat that took three days to complete. The creative promotion will help Land Rover distinguish its brand and SUV in an increasingly crowded market in a desirable new geography ([see story](#)).



*Image courtesy of Porter magazine*

Porter, the print magazine of online retailer Net-A-Porter, is empowering its female audience with an editorial feature honoring 100 Incredible Women.

The listorial feature, which will be included in Porter's Winter Escape issue as a supplement, is in partnership with beauty brand Elizabeth Arden. As brands that both cater to different aspects of a women's lifestyle, partnering for an integrated editorial project will underscore the codes of Porter and Elizabeth Arden ([see story](#)).