

BLOG

## Top 5 brand moments from last week

December 7, 2015



*Pantone's Color of the Year 2016*

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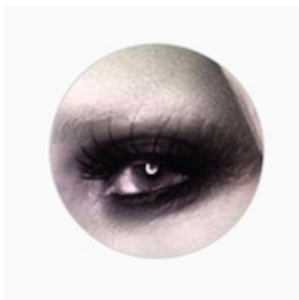
By STAFF REPORTS

Luxury marketing relies heavily on perception, which in turn has resulted in brands becoming increasingly aware in one way or another.

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From environmental consciousness overviews to personal Instagram accounts that delve into the creative minds of fashion designers, elements of transparency are becoming commonplace in an industry that has been traditionally guarded. With transparency has also come efforts that put service at the forefront and initiatives that "pay it forward."

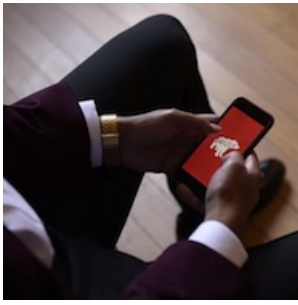
Here are the top five brand moments from last week, in alphabetical order:



*Donatella Versace's Instagram profile image*

Donatella Versace, the creative director of Italian fashion label Versace, is the latest leading designer to create a personal Instagram account.

Ms. Versace, who took the reigns of the house creatively after the untimely death of her brother Gianni Versace in 1997, had formerly used the brand's official Instagram for mixed personal and professional use. Social media, Instagram especially, has given fashion creatives more facetime with consumers and has allowed for personal engagement that otherwise would have been reserved for candid interviews in the past ([see story](#)).



*Still from promotional film for Hennessy + Drizly*

LVMH-owned cognac maker Hennessy is using spirits delivery application Drizly to gift bottles to friends far and near over the holidays.

Since Hennessy does not have direct-operated storefronts and has little control over how its brand is presented at licensees, partnering with a service such as Drizly allows for quality assurance. While Hennessy has been available from Drizly for a period of time, promoting the relationship as the holidays approach is timely, as many consumers purchase spirits as gifts ([see story](#)).



*LVMH environmental causes image*

While world leaders gather in Paris to discuss climate change, French luxury conglomerate LVMH saw an opportunity to tout its sustainability practices while the world narrows its lens on the topic.

Shared in a series of posts on its corporate social account on Facebook, LVMH offered insights into various programs and strategies implemented by the conglomerate and brands found within its stable, which includes Louis Vuitton, Bulgari and many others. Transparency has become a necessity as consumers are increasingly aware of and concerned about how and where the products they buy are made and the social and environmental impact they may have ([see story](#)).

British apparel label Thomas Pink has teamed up with Pantone to ensure consumers are on-trend for the coming year.

The collaborators drew from the first-ever dual Color of the Year, a pairing of the blue "Serenity" and the pink "Rose Quartz" hue, for a selection of shirts, and accessories. Designers and consumers alike look to Pantone to help direct their color choices for everything from home decor to fashion, allowing Thomas Pink to get ahead of the game before the new year ([see story](#)).



*Montblanc's Inspire Kindness*

Germany's Montblanc is asking its enthusiasts to take a moment to put a smile on the faces of others through acts of kindness this holiday season.

In addition to gift giving and time spent with loved ones, the holiday season is often a reflective one when consumers are more aware and appreciative of acts of compassion. For the holiday season, Montblanc has

concentrated its holiday effort around the notion of inspiring kindness in a host of ways that do not necessarily need to be wrapped and placed under the tree ([see story](#)).

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