

BLOG

## Top 5 brand moments from last week

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*Still from Christian Louboutin's "Who Killed Amazoula" look book*

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Luxury marketing is off to a strong start for 2016.

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One hotelier is already looking ahead, while fashion brands are being both cheeky and accommodating. Meanwhile, one retailer is putting a socially-conscious spin on a recent mainstay and realtors are looking overseas.

Here are the top 5 brand moments from last week, in alphabetical order:



*Still from Christian Louboutin's "Who Killed Amazoula" look book*

Footwear and accessories label Christian Louboutin is building intrigue around its spring collection with a murderous plot.

Turning consumers into the detectives themselves, "Who Killed Amazoula?" tells the tale of a glamorous Parisian's demise as it follows those attempting to solve the mystery of her death. Throughout the short, Christian Louboutin is able to naturally show off its spring/summer 2016 collection as the gumshoes gather evidence in the victim's apartment ([see story](#)).



Italian fashion brand Dolce & Gabbana has launched its first collection geared exclusively toward Muslim women.

The Dolce & Gabbana Abaya fall/winter 2016-17 collection includes a range of abayas and hijabs in the label's bright and colorful prints. International interest in high-fashion labels has resulted in brands embracing cultural differences through product output such as beauty products in a variety of shades and clothing options ([see story](#)).



*Peninsula artisanal chocolate box*

The Peninsula Hotel Hong Kong is hoping to be the first to woo consumers with its early Valentine's Day promotions.

Although many see the start of the new year as the end of the holiday season, Valentine's Day and the Lunar New Year are little more than a month away. Early and impressive offers give Peninsula a chance to snatch a share of the market while competitors work to transition out of the holiday season ([see story](#)).



*Promotional image for Selfridges' Bright New Things 2016*

British retailer Selfridges is fashioning a brighter future by championing sustainable designers for its seminal talent platform, Bright Young Things.

Now in its fifth year, Bright Young Things, branded as Bright New Things for 2016, is investing in the future of fashion by highlighting United Kingdom-based talents and working with the Center for Sustainable Fashion to explore the apparel and accessories industry's "new standard." Increasingly, brands and retailers are being more transparent about the raw materials used, construction process and the overall impact products have on the environment ([see story](#)).



*Seattle Luxury Living*

Realogics Sotheby's International Realty (RSIR), the brokerage's largest Pacific affiliate in the Pacific Northwest, is launching a publication geared toward the region's influx of Chinese individuals.

The all-Mandarin "Seattle Luxury Living," released in partnership with Tiger Oak Publications, will target the affluent Chinese who have immigrated to or are visiting the Seattle metropolitan area, particularly Bellevue, WA, as the area is currently undergoing an immigration wave. Speaking to consumers in their own language is a necessary step in forming strong relationships and converting sales ([see story](#)).

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