

BLOG

Top 5 brand moments from last week

January 19, 2016



Mr Porter x BEAMS promotions

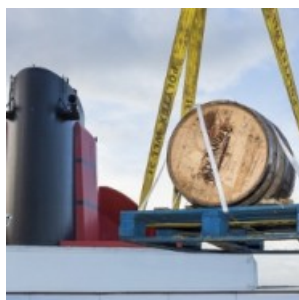
By FORREST CARDAMENIS

Whether it was an awaited store opening or waiting for a ship's return, last week showed that time is of the essence.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

While one hotel is looking for romance personified, another is waiting for a ship to return with an aged cocktail. Meanwhile, retailers found ways to gain ground in new markets and a fashion brand looked back to help move forward.

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



Age of Discovery being hoisted aboard Cunard's Queen Mary 2

Global cruise line Cunard is working with Fairmont-managed hotel The Savoy and Jack Daniel's distillery to usher in the "Age of Discovery."

Age of Discovery is a specially created and aged limited-edition cocktail inspired by the tastes and aromas of countries all across the globe, which it will visit onboard Cunard's flagship Queen Mary 2. The creative manner in which the barrel will be aged and take on flavor will align the cruise liner with unique and quality products while showcasing the adventurous and creative spirits of The Savoy and Jack Daniels ([see story](#)).



Martin Perlaki for Dioressence

French couture house Christian Dior is positioning its latest footwear design as a new classic through digital content that blends heritage with modernity.

Inspired by the shape of a Dior pump released in 1959, the Dioressence stiletto also reflects more recent inspirations of the label, a blend of old and new that is explored through film, illustration and photography on Dior's social channels and its content site DiorMag. As the single-sole stiletto is a classic produced by many labels, Dior's use of content helps to separate its own product from that of other brands ([see story](#)).



Promotional image for #BostonRomanceMan

Four Seasons Hotel Boston is beginning a citywide search for the man who most embodies romance.

The hotel has given its Instagram followers a mission to nominate a special guy from the Greater Boston Area who they believe most personifies romance, sharing a photo of him on the social network with the hashtag #BostonRomanceMan. Four Seasons Boston launched the initiative exactly a month before Valentine's Day, associating its brand with romance leading up to the holiday ([see story](#)).

Online men's retailer Mr Porter is working to introduce its consumers to need-to-know Japanese brands through a content push.

For the exclusive, Mr Porter worked with Japan-based fashion retailer BEAMS to curate a collection of six designers that fashion-forward men should know. With so much competition in the retailer sector, especially online, retailers often curate collections to set their offerings apart from peers and offer consumers exclusivity ([see story](#)).



Sam and Calli Beckerman for Saks uTOpia

Department store chain Saks Fifth Avenue is celebrating the diverse personalities that call Toronto home in a documentary series teasing its upcoming openings in the Canadian city.

For the digital "Saks uTOpia," the retailer interviewed nine influencers, ranging from sports stars to top chefs, in their native Toronto. Saks has launched a number of social initiatives to show its embrace of its new home in the north, which may help create a connection with consumers before doors open in February ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.