

BLOG

Top 5 brand moments from last week

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Styles from Balmain's first children's collection

By STAFF REPORTS

Across sectors, brands are continuously redefining what luxury retail, apparel and hospitality can mean.

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In efforts that look to disrupt tradition, whether that is duty-free retailing or the codes of an established fashion house, luxury is constantly evolving to offer consumers the utmost in experience. And while brands keep the affluent consumer close, there is a never ceasing commitment to preserving cultures and providing for those who may be underserved.

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

Citing Kim Kardashian West's daughter North as a muse, French fashion house Balmain has introduced its first children's line.

Balmain creative director Olivier Rousteing announced the collection on his personal Instagram saying, "Welcome to my new Balmain Kids!", with the brand's official channels following suit with a personal statement from the designer. Childrenswear has become a focus for many high-end brands and retailers, with a number launching dedicated lines and opening in-store areas exclusively for children's apparel and accessories ([see story](#)).



Dolce & Gabbana's "Pieces of History"

Italian fashion label Dolce & Gabbana got back to its Sicilian roots in a film that focuses on some of its most enduring, iconic looks.

"Pieces of History" tells the story of four young men who loiter on a Neapolitan street each day for the chance to see the most glamorous woman pass. While a new short featuring apparel and accessories available online today, the way in which the video is filmed captures a sense of timelessness, showing that some style lasts beyond a season ([see story](#)).



Four Seasons Bali yoga

Four Seasons Resorts Bali in Indonesia is taking advantage of a celestial coincidence to immerse guests in local culture.

On March 9, both Four Seasons Bali resorts will host Nyepi Eclipse Yoga to commemorate the Balinese holiday and the solar eclipse. The program not only capitalizes on growing trends, but also is designed in accordance with local traditions that lend the activity an authentic cultural experience ([see story](#)).



Rendering of Japan Duty Free Ginza

Japanese department store Isetan Mitsukoshi has opened an airport-style duty-free store within its Ginza, Tokyo location to appeal to the increasing number of tourists visiting the country.

Isetan opened the Japan Duty Free Ginza store on Jan. 27 on the 8th floor of the Mitsukoshi department store, in partnership with Tokyo's airport authorities and the NAA Retailing Corp. As the first of its kind, albeit not likely for long since others are in the works, Japan Duty Free Ginza will offer foreign and domestic travelers outside Japan's main airports the perks of duty-free shopping ([see story](#)).



Image from Swarovski Foundation's Web site

Lifestyle brand Swarovski is making its corporate social responsibility initiatives crystal clear with a redesigned Web site for its foundation.

Swarovski Foundation's site has been given a cleaned up look, creating a space for consumers to learn about its work fostering education, supporting health initiatives and protecting the environment. Consumers, especially the up-and-coming millennial generation, are concerned about the impact of the brands they buy from, making CSR a key differentiator ([see story](#)).