

BLOG

Top 5 brand moments of last week

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Sophia Loren for Dolce & Gabbana

By STAFF REPORTS

Brands celebrated iconic personalities in advertising campaigns, reaching consumers across generations.

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Responding to environmental and technological needs, companies have rolled out group-wide initiatives for responsible dining and autonomous driving. Elsewhere, Valentine's Day messaging got simpler.

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



Barneys "Our Town" campaign

Department store chain Barneys New York is paying tribute to the eccentric personalities that make up New York in its spring 2016 campaign.

"Our Town," shot by Bruce Weber, features famous faces such as Yoko Ono, Lady Gaga and Bobby Cannavale at iconic destinations including Katz's Delicatessen, Central Park and The Carlyle Hotel. The retailer's campaign was released as it prepares to inaugurate its new Chelsea flagship almost exactly where its first store opened in 1923, making this a fitting time to explore its longstanding connection to New York ([see story](#)).

Italian fashion house Dolce & Gabbana has cast Sophia Loren in a three-act film, capturing the generational appeal of its latest women's fragrance and its inspiration, the rose.

Dolce & Gabbana's film was created to support the Dolce Rosa Excelsa fragrance and stars Italian Academy Award winners Ms. Loren, Giuseppe Tornatore and Ennio Morricone. The film traces Ms. Loren's character and her five sons as they return to their ancestral home Villa Valguarnera di Bagheria, near Palermo, Sicily and the romantic events that unfold there after ([see story](#)).



Jaguar Land Rover connected car technology

British automaker Jaguar Land Rover is investing in a "living laboratory" to help develop connected and autonomous vehicles.

Forty-one miles of roads running through Coventry and Solihull in the United Kingdom will turn public roads into a laboratory for testing new connected and autonomous vehicle (CAV) technologies. Although autonomous vehicles are attractive in theory, many consumers still have reservations about the real world effectiveness and driving experience ([see story](#)).



Starwood culinary staff member

Starwood Hotels & Resorts is showing its commitment to ethical food and beverage policies with a new menu item.

By 2020, the hospitality brand, now owned by Marriott International, plans to source 100 percent of its eggs from cage-free chickens. Today's consumer is highly conscious about what she puts in her body, often choosing organic foods when available ([see story](#)).



Veuve Clicquot Clicq' Call and Clicquot Message bottles

LVMH-owned Champagne house Veuve Clicquot is letting consumers send a message in a bottle with a personalization feature.

Veuve Clicquot is letting its Ros do the talking with new novelty boxes that give lovers the opportunity to record a message or spell out a note to their beloved with adhesive letters. Reminiscent of conversation hearts and recordable greeting cards, these may become a gift of choice to share a sign of affection with a valentine ([see story](#)).