

BLOG

Top 5 brand moments from last week

February 16, 2016



Image from de Grisogono's "Winter Tales in Gstaad"

By STAFF REPORTS

Across several different sectors, art and storytelling took the throne.

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Automakers, hoteliers, electronics brands and jewelers all embraced aesthetics or storytelling in one form to make themselves desirable. In the beauty world, Dior continued to innovate technologically to the direct benefit of its clients.

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



"Sign of the Future" from B&O Play Portraits

Danish audio and video brand Bang & Olufsen is making a connection between fashion and wearable technology through a series of stylized imagery.

The brand worked with five up-and-coming Danish fashion designers to reinterpret its B&O Play headphones as an accessory for an avant-garde fashion ensemble, with the resulting portraiture unveiled during Copenhagen Fashion Week. Design details and the appearance of technology such as headphones often factor into consumers' purchase decisions as much as performance, making this project a way for Bang & Olufsen to focus on the aesthetic value of its products ([see story](#)).

Swiss jeweler de Grisogono is transporting consumers to the snowy locale of Gstaad in the Bernese Alps through a social travel journal.

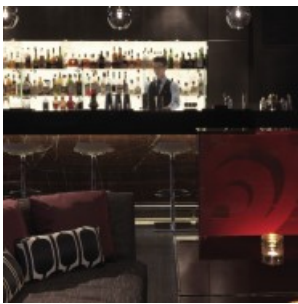
Told in chapters, "Winter Tales in Gstaad" takes place at the Gstaad Palace, a hotel that dates back to the early 20th century, bringing followers along for the ride via videos, text and imagery. The second of de Grisogono's travel journals, this seasonal diary offers the jeweler an opportunity to connect with its audience in a more intimate way ([see story](#)).



Dior Foundation Shade Analyzer

French fashion house Christian Dior is personalizing the consumer beauty experience with the help of in-store technology.

Purchasing cosmetics, especially complexion-enhancing products such as foundation, is a personal experience unique to each consumer, as every woman has differing needs, skin tones and styles. Brands are increasingly incorporating interactive touchpoints at beauty counters to ensure a consumer finds exactly what she is looking for in a shade that is best suited to her individualized tastes ([see story](#)).



Four Seasons Hotels & Resorts is strengthening its ties to culture with a series of art

exhibitions.

The chain's Moscow hotel will host a series of pop-up art exhibitions in its bar, showcasing the work of a different artist every month. The pop-ups will likely appeal both to locals who frequent the bar and pique the interest of tourists at the hotel, helping to broadcast Four Seasons' values to both crowds ([see story](#)).



Jude Law at "The Life RX" live performance

Toyota Corp.'s Lexus is highlighting the carefully crafted nature of its 2016 RX with a "bespoke performance" in London.

One hundred guests were invited to the Mondrian hotel on Feb. 10, where they assumed the role of star in their own unique show, creating a live theatrical interpretation of the television spot "Live the RX Life" starring Jude Law. While the surprise performance may have only been witnessed by a select few, Lexus captured the event via 360-degree filming techniques including hidden cameras, and the footage will be shared with viewers at home ([see story](#)).