

BLOG

Top 5 brand moments from last week

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Veuve Clicquot Camaval

By STAFF REPORTS

Charity, artistry and technology all made headlines in a short but busy week.

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While one retailer was moving forward with mobile technology, another was taking a stand on a social issue. An automaker looked ahead to the next generation, while hospitality and Champagne brands aligned themselves with memories in the making.

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



Barneys' downtown central staircase, photo by Scott Frances

Department store chain Barneys New York is offering its consumers an elevated shopping experience by embracing in-store technologies at its newly opened Chelsea flagship.

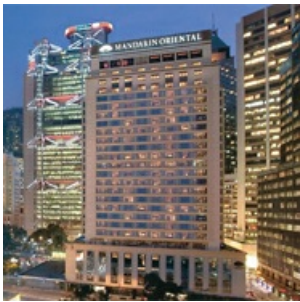
Barneys' new downtown New York flagship opened its doors Feb. 15 and while increasing Barneys' footprint within the city by 55,000-square feet, the space also acts as a kind of homecoming for the retailer. Located between 16th and 17th Streets along Seventh Avenue, the block-long store is situation on the same block where Barneys first opened in 1923 ([see story](#)).



Luisa Via Roma's Fill your bottle with... editorial

Italian retailer Luisa Via Roma is sending messages of support via bottle to raise international awareness for women subjected to violence in Mexico.

Together with nonprofit organization Fundacin Origen, Luisa Via Roma has commissioned 15 internationally renowned designers and artists to customize bottles of Maestro Dobel Diamante tequila. While the charity is not Italian or European based, women throughout the world are victims of violence, and showing solidarity with an international cause is likely to resonate with consumers and philanthropists regardless of their country of origin ([see story](#)).



Mandarin Oriental, Hong Kong

Mandarin Oriental, Hong Kong is attracting new guests by keeping its ties to the art world strong via a partnership with Art Basel.

This will be the fourth year that the property is the official hotel partner for the Art Basel show in Hong Kong, a track record that authenticates the hotelier's interest in and ties to art. The partnership, along with the hotel's themed promotions, will help it reel in a cultured and influential audience that all luxury brands covet ([see story](#)).



Radio Flyer x Tesla Model S

U.S. electric automaker Tesla Motors is giving its Model S an overhaul to appeal to an untapped segment of the market.

The automaker has partnered with Radio Flyer, known for its iconic little red wagons and tricycles, to create a mini Tesla Model S ride-on vehicle for children. Toymakers have produced models of automobiles for generations, but given the shift in consumer consciousness for electric vehicles, Tesla's partnership with Radio Flyer may translate to sales later down the road ([see story](#)).



Veuve Clicquot Carnaval

LVMH-owned Champagne brand Veuve Clicquot is capturing the spirit and excitement of Carnaval for revelers in Miami.

Held on Feb. 20 at Museum Park in Miami's downtown, the ticketed afternoon event will include traditional Carnaval performances such as Samba dancers and live music, games, Champagne bars and on-site food trucks. Champagne brands are often pigeonholed into traditional celebrations, but Veuve Clicquot has made a consistent effort to show that bubbly can be enjoyed for myriad occasions ([see story](#)).

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