

BLOG

Top 5 brand moments from last week

February 29, 2016



Miu Miu app

By STAFF REPORTS

Brands prepped for the Academy Awards and created celebrities of their own.

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

Showing that co-creation and user-generated content is still king, one apparel label put fashion filmmaking into consumers' hands. Others showed their innovation with technology partnerships that will take them to space or turn a haute timepiece into a payment method.

Here are the top 5 brand moments from last week, in alphabetical order:



Fendirumi

Italian fashion label Fendi has created new brand faces in the form of mascots with big personalities.

Inspired by the Japanese kigurumi, or costumed characters, the Fendirumi made their first public appearance in Tokyo at the brand's Ginza pop-up store opening event in November. The Fendirumi duo went on a new adventure as they attended Fendi's runway show in Milan, a trip that was documented by the ambassadors on Snapchat ([see story](#)).



Video still from Jimmy Choo's red carpet film

Footwear and accessories label Jimmy Choo looked back on its 20 years of red carpet moments ahead of the 88th Annual Academy Awards on Sunday, Feb. 28.

The brand created a short film that recounts some statistics surrounding its appearances, paying homage to the stars who have chosen Jimmy Choo for their most glamorous occasions. This timely retrospective likely piqued consumers' curiosity and may have made them more apt to spot Jimmy Choo on the red carpet at this year's awards ceremony ([see story](#)).



Range Rover Autobiography tows new spaceship VSS Unity at global reveal and naming event

British automaker Land Rover is thinking galactic to put itself on the forefront of technological advancement.

Over the weekend of Feb. 20-21, a Range Rover Autobiography helped to reveal the Virgin Galactic SpaceShipTwo, officially christened VSS Unity at the naming ceremony. The Land Rover brand frequently positions itself as a leader or ally in the technology field, as the automotive sector is heavily dependent on technology ([see story](#)).

Prada's Miu Miu is bringing music and fashion together on mobile with the release of a new interactive application.

The Miu Miu Music app lets consumers become the creator as they mix beats from DJ Frdric Sanchez with animated moods featuring the label's latest collections. Music and fashion often go hand-in-hand, whether it is the runway soundtrack that illuminates a designer's vision or a creative partnership, and this app allows Miu Miu fans to create their own relationships between the two artistic outlets ([see story](#)).



Screenshot from Bulgari video for its Diagono E Magnesium

The functionality of luxury brand watches and wearables, including those by Hublot and Bulgari, are set to increase with the introduction of contactless payment.

Announced at Mobile World Congress in Barcelona Feb. 22, Mastercard and WISeKey have partnered to offer wearers of specific luxury watches and wearables a payment solution that allows consumers to shop securely. Payment protection is an important issue for brands, regardless of sector, to consider, especially if its core consumers are affluent ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.