

BLOG

Top 5 brand moments from last week

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Barneys Leather Jacket by Altuzara

By STAFF REPORTS

Heritage is continuing to inform strategy in 2016.

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While some brands called forth heritage to do something new, others sought simply to tell their story in creative and interactive ways. Standing apart, one spirits brand opted to make a product even more exclusive.

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

Department store chain Barneys New York is remembering and reviving a 30-year-old charity initiative to usher in its new Chelsea location.

In 1986, Barneys hosted its "Denim Jacket" event, in which the retailer partnered with designers and artists to redesign a jean jacket to their personal aesthetic for auction. Prominent designers and artists participated in the Denim Jacket project, including Keith Haring, Jean Michel Basquiat, Andy Warhol and Yves Saint Laurent, with proceeds of the auction benefiting an AIDS charity ([see story](#)).



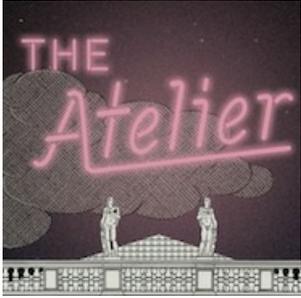
"The Voyage of Art and Jewelry" Photo by Cindy Ord/Getty Images for David Yurman

U.S. jeweler David Yurman is tracing its roots in the art world with a presence at The Art Show at the Armory in New York.

During the gala preview for the art fair, held on March 1, event leadership supporter David Yurman presented a one-night-only exhibit that illuminated the connection between the brand's eponymous designer's sculptural pieces and his jewelry. This first art exhibit for the brand enables David Yurman to showcase a part of its history that consumers may be unaware of ([see story](#)).

Italian decorative arts brand Fornasetti is opening the doors of its atelier to consumers, letting them explore the

"place where the magic happens."



Fornasetti's The Atelier

A newly launched permanent Atelier section of Fornasetti's Web site is designed after house founder Pietro Fornasetti's iconic design, Renaissance Skyscraper, allowing consumers to physically tour 10 "floors" of workshop to see the entire process that goes into each of its pieces. While craftsmanship films transport consumers to a brand's studio, creating a physical depiction of the workshop may help followers feel they are actually there ([see story](#)).



Glenmorangie Finlay & Co. sunglasses

Scotch whisky distiller Glenmorangie is going beyond the cask for its latest craftsmanship effort.

The distiller has teamed with handmade sunglass brand Finlay & Co. to create shades made from repurposed oak cask barrels Glenmorangie has used for its scotches. Since each oak cask has a unique wood grain pattern, each pair of Finlay & Co. sunglasses will be distinct, a bespoke quality likely of interest for discerning scotch drinkers ([see story](#)).



Rolls-Royce Black Badge insignia

British automaker Rolls-Royce Motor Cars is showing its dark side to attract risk takers and self-empowered, self-confident youth.

"Black Badge," a darker, more confident and more powerful Rolls-Royce, will take shape in a permanent Bespoke series targeting goal-oriented and self-made young affluents. The new series is a significant makeover for Rolls-Royce, but is being implemented in response to a changing consumer base and habits ([see story](#)).