

BLOG

Top 5 brand moments from last week

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Promotional image for Fratelli Rossetti & Atypical skateboards

By STAFF REPORTS

Digital marketing and technology has given brands an opportunity to candidly share insights with consumers.

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For brands steeped in heritage and newer brands looking to validate their status in the greater luxury scheme, sharing beauty tidbits, delving deep into cellars and ateliers or high up to helipads can help a brand maintain its positioning. Likewise, showcasing up-and-comers with similar tradition and focus on hand craftsmanship reflects positively back upon a brand and its wares, justifying the associated luxury and price.

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



Behind-the-scenes shot of Gisele Bündchen and Lucia Pica

French fashion house Chanel is teaching consumers how to achieve makeup mastery with the help of supermodel Gisele Bündchen.

In the first in a new series of Chanel Beauty Talks, the model sat down with the brand's global creative makeup and color designer Lucia Pica to share beauty secrets to "Free Your Glow." Compared to other makeup tutorials, the designer and model have a natural conversation, allowing their personalities to come through along with their tips and tricks ([see story](#)).

Italian footwear label Fratelli Rossetti is opening up its Milanese boutique to up-and-coming artisans, allowing these talents to showcase their skills to a wider audience.

Fratelli Rossetti's "New Artisan" initiative will tell the narratives of the creatives currently building their careers through a series of monthly events at the label's store on Via Montenapoleone. Keeping a focus on handcrafted items, New Artisan will boast the artistic capabilities of objects commonly mass produced, such as skateboards, lampshades, mobile phone covers and sunglasses ([see story](#)).



Burj Al Arab Jumeirah hotel, Abu Dhabi

Dubai, United Arab Emirates-based international hotel chain Jumeirah is transporting its guests behind its walls.

"Jumeirah Inside" offers consumers 360 degrees of luxury, allowing for exploration of the brand's Burj Al Arab hotel in Dubai and parts of its other hotels. Consumers are inundated with options when traveling, so giving them a look inside will help Jumeirah stick out in the minds of prospective clients ([see story](#)).



Fondation Louis Vuitton's ArchiMoi app

With a nod toward growing industry transparency, more than 90 venues under the LVMH umbrella will open their doors to the public for Les Journées Particulières May 20 to 22.

With more than 40 maisons and 50 venues participating in this year's Les Journées Particulières, LVMH will be able to present consumers with an exclusive opportunity to view the inner workings of its brands firsthand. The success of the Les Journées Particulières program has been immense, with more than 100,000 visitors in its first two editions, showing that consumers have an interest in seeing LVMH's savoir-faire in person ([see story](#)).



Ruinart bottle in its cellar in Reims, France

LVMH-owned Champagne brand Ruinart is exploring the landscape of its cellars in Reims, France with the help of a photographic eye.

Every year, the self-proclaimed oldest Champagne house collaborates with an artist, giving them free reign to produce a work that tells the brand's story in a new way. This year, Ruinart tapped Danish multidisciplinary artist Erwin Olaf, who documented the influence of nature and man on the cellars ([see story](#)).