

BLOG

Top 5 brand moments from last week

March 28, 2016



Kendall Jenner for Este Lauder

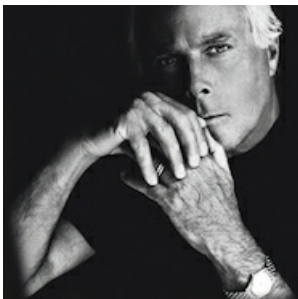
By STAFF REPORTS

While the luxury industry still has plenty of room for forward-thinking and innovative growth, marketers continue to create interesting and resourceful ways to entice consumer sentiment.

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From going fur free to align with consumers' demand for transparency and ethical practices to reviving classic vehicle models lost during a devastating fire, luxury continuously finds ways to inspire interest among its target audience. Brand marketers have also found inspiration from the world around them from social media-savvy supermodels, Uber and even WiFi networks at industry events.

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



Promotional image of Giorgio Armani for #Atribute

Italian fashion house Giorgio Armani has pledged that going forward its collections will be 100 percent fur-free.

The brand has made a no-fur promise from the fall/winter 2016 collection onwards, with the policy being applied to its Giorgio Armani, Armani Priv and Emporio Armani lines. Alongside a want for brand transparency, today's consumers are also looking for labels with ethical business practices regarding the sourcing and use of raw materials such as leathers, exotic skins and furs ([see story](#)).



2017 Audi A4

German automaker Audi is connecting consumers to get the word out about its A4 at the New York International Auto Show.

The brand will be offering free WiFi networks to attendees, the names of which broadcast some of the highlights of the models along with some digs at BMW's 328i and Mercedes' C300. This gives Audi a way to naturally open a conversation with consumers about its vehicle, approaching them with a functional placement rather than an overtly promotional ad ([see story](#)).



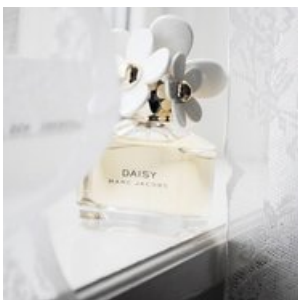
British automaker Jaguar is bringing a model back from the dead to spotlight its innovative

tendencies.

Nine Jaguar XKSS models, touted as the "world's first supercar" are being produced nearly 60 years after being lost in a fire. The new vehicles will reflect a heritage of creativity and advancement and also serve as signifiers of the brand's exclusivity ([see story](#)).

Instead of giving Kendall Jenner a spot on its coveted cover, Vogue magazine dedicated an entire issue to the reality television star-turned-model.

Since the launch of her modeling career two years ago, Ms. Jenner has taken the industry by storm and has accomplished numerous luxury "bucket list" items, including walking for Chanel's couture show and snagging a beauty contract with Estée Lauder. Ms. Jenner's rise in high-fashion was first criticized, with many feeling she was only gaining ground due to her famous family, but after walking in nearly every major fashion show, she has proved herself as a model force with enormous social reach ([see story](#)).



Marc Jacobs' Daisy

U.S. fashion label Marc Jacobs collaborated with ridesharing application Uber as the car service works to further expand its delivery program.

Beginning as an app for hailing a car service, Uber has now moved into the delivery space in a similar vein to Seamless, Peapod and Delivery.com, with options for food and product deliveries. Marc Jacobs teamed with Uber for an "immersive offering" for consumers living in New York ([see story](#)).

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