

BLOG

Top 5 brand moments from last week

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Rmy Martin's "One Life/Live Them" experience

By STAFF REPORTS

Luxury marketers embraced virtual reality's potential for immersive storytelling.

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While luxury has been leveraging 360-degree video to place consumers in the middle of a scene, a number of brands have now taken the experience to the next level through the addition of mobile integration. In the automotive world, an entry-level vehicle set off a global rush toward ownership, while fashion retailers pushed outside of their existing comfort zones.

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



Barneys window display featuring Hood By Air

Department store chain Barneys New York is transporting consumers to Hood By Air's spring/summer 2016 runway show at the Philharmonie de Paris through a lifelike display in its Madison Avenue windows.

Taking the concept of mannequin to a new level, the retailer worked with Studio UG's Yuji Yoshimoto to build custom figures based on six of the brand's muses, most of whom walked in the show. The realistic nature of the statues in the window will likely catch the attention of passersby, who may stop to examine whether or not they are truly inanimate ([see story](#)).



Manolo Blahnik heels on its Web site

Footwear label Manolo Blahnik has selected online retailer Farfetch to operate its monoband ecommerce point of sale.

A new direction for the United Kingdom-based retailer, which recently extended its own category offerings to include beauty and children's wear ([see story](#)), will operate manoloblahnik.com using its new Black & White service. For brands yet to adopt ecommerce, partnering with an established retailer lessens the behind-the-scenes infrastructure needed for in-house commerce, thus creating a retail outlet that avoids the trial and error of starting afresh.

Manolo Blahnik is the first client for Farfetch's Black & White ([see story](#)).

Cognac maker Rmy Martin is letting consumers explore its heritage through an interactive experience that mixes education and entertainment.

Housed on a microsite, the "One Life/Live Them" places consumers at the center of a party, allowing them to uncover 300 years of brand history in a three minute video. This first-person narrative enables Rmy Martin to explain its codes and craftsmanship in an immersive, experiential manner ([see story](#)).



Promotional image for Tag Heuer content on NYT VR

Swiss watchmaker Tag Heuer is crafting a legend with the help of the New York Times' virtual reality mobile application.

The NYT VR app puts readers at the center of New York Times' content, including what is produced by its brand partners, through immersive 360-degree video experiences that allow for an interactive narrative. LVMH-owned Tag Heuer is using the NYT VR app's storytelling capabilities to share the heritage of its Carrera timepiece with New York Times' audience, showing both its placement within the overall watch industry and its modernity ([see story](#)).



Man waiting for Tesla store to open in Toronto

As reservations opened for Tesla's Model 3 on March 31, prospective car owners lined up outside of the automaker's stores to be the first to own the anticipated vehicle.

The Model 3 will not go into production for almost two years, but that did not stop fans from camping out in line to guarantee their spot in the queue. With much speculation about Tesla's entry-level electric vehicle, the automaker has

created a rush to its stores typically only seen during Apple product launches ([see story](#)).

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