

BLOG

Top 5 brand moments from last week

April 11, 2016



Gucci pre-fall 2016

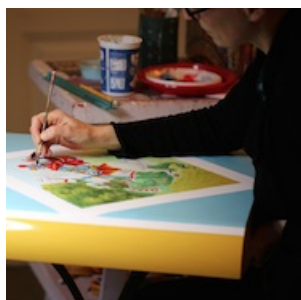
By STAFF REPORTS

Big changes and creativity marked a busy week in the luxury world.

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

One fashion label shook up the runway world in a new way, another veered into another sector, while a retailer found a new way to innovate. One jeweler and one fragrance house, meanwhile, found creative and engaging ways to build an audience.

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



Work behind Dolce & Gabbana's Smeg refrigerator

Italian fashion label Dolce & Gabbana is bringing its Sicilian style to the world of appliances to celebrate the made in Italy tradition.

Together, the duo crafted 100 limited-edition Fab 28 refrigerators depicting imagery and symbols such as lemons, medieval knights and carts, all themes that designers Domenico Dolce and Stefano Gabbana play with in their collections. Smeg and Dolce & Gabbana share a similar heritage and family values, having remained close to their origin locales ([see story](#)).

Italian fashion label Gucci is the latest house to alter its runway show format.

Gucci president and CEO Marco Bizzarri announced during his keynote at the International New York Times Luxury Conference on April 5 that the brand will begin showing its men's and women's wear together in a single show per season starting in 2017. Fashion is trying to find a winning format for the runway show, which causes creatives at large houses to stage numerous spectacles a year ([see story](#)).



Harry Winston's "Brilliantly in Love" campaign

Jeweler Harry Winston is painting a portrait of a wedding day from the couple's perspective to show how its diamonds play an integral part in the demonstration of romantic commitment.

Allowing consumers to attend the virtual ceremony, the brand teased its "Brilliantly in Love" film with a save the date. For this effort, the brand refrained from creating a specific narrative, instead allowing consumers to identify with the characters as they celebrate their happy day ([see story](#)).



Jean Paul Gaultier "Spinach & Stockings" comic

French couture house Jean Paul Gaultier is introducing itself to a new market with the help of some animated friends.

The label is releasing limited editions of its Classique and Le Male scents, featuring Betty Boop and Popeye, respectively. The popularity of the characters will likely extend beyond the brand's regular customers, who will also respond to the exclusive nature of the product ([see story](#)).



Selfridges' The Body Studio

London department store Selfridges is showing its love for EveryBODY with the opening of a new wellness destination.

The Body Studio is the largest department in the store at 37,000 square feet and will offer clothing and accessories that will satisfy women's demand for more sophisticated and inclusive bodywear. A consciously inclusive shopping destination will hold appeal for a broad base of consumers, particularly those who are younger and more health-conscious ([see story](#)).