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## Top 10 luxury branding efforts of Q1

April 15, 2016



*Dolce & Gabbana Abaya collection, fall/winter 2016-17*

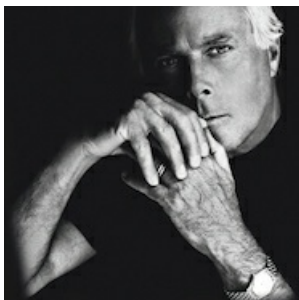
By FORREST CARDAMENIS

As the consumer base undergoes shifts in attitude and geography, brands are repositioning themselves for a new audience.

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Sustainability and globalization are on full display, with brands making themselves over to capitalize on these trends. With an eye on the present and the future, brands are innovating to connect with consumers in new way while also preparing themselves for the next wave of consumers.

Here are the top 10 branding efforts of the first quarter, in alphabetical order:



*Promotional image of Giorgio Armani for #Atribute*

### Armani sheds its coats

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](#)).



*Illustration of original Barneys store in Chelsea*

### Barneys comes home

In anticipation of the opening of its new Chelsea flagship on Feb. 15 ([see story](#)), department store chain Barneys New York remembered and revived 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](#)).

When the store opened, Barneys began offering an elevated shopping experience by embracing in-store technologies at its newly opened Chelsea flagship with iBeacon customer recognition software.

Barneys' new downtown New York flagship opened its and increased and acts as a kind of homecoming for the retailer. Located between 16th and 17th Streets along Seventh Avenue, the block-long store is situated on the same block where Barneys first opened in 1923 ([see story](#)).



*Illustration of Bloomingdale's mainline flagship*

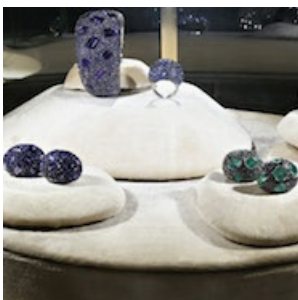
### Bloomingdale's gave 100 percent

Department store chain Bloomingdale's helped consumers express themselves through custom emojis.

The retailer's Bloomoticons app, developed in partnership with DabApps, lets users create messages using graphics that are reflective of the store's voice, including fashion items and phrases, and then share them on social media or in a message. This app will enable Bloomingdale's to become a part of its loyal customers' conversations ([see story](#)).

This is part of the retailer's 100 Percent campaign, which includes exclusive merchandise developed for the store by 100 designers and brands.

To promote the campaign, the retailer also partnered with Museum Hack to create a #BloomiesHack scavenger hunt shopping experiences at its flagship store on 59th Street in New York ([see story](#)).



*A view of atmosphere as David Yuman presents "The Voyage of Art and Jewelry" exhibit in the Library at The Art Show Gala Preview on March 1, 2016 in New York City. Photo by Cindy Ord/Getty Images for David Yuman*

## David Yurman puts itself on display

U.S. jeweler David Yurman traced 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](#)).



*Image from de Grisogono's "Winter Tales in Gstaad"*

## De Grisogono transports customers away

Swiss jeweler de Grisogono transported consumers to the snowy locale of Gstaad in the Bernese Alps through a social travel journal.

Told in chapters, "Winter Tales in Gstaad" takes place at the Gstaad Palace, a hotel that dates back to the early 20th century, bringing followers along for the ride via videos, text and imagery. The second of de Grisogono's travel journals, this seasonal diary offers the jeweler an opportunity to connect with its audience in a more intimate way ([see story](#)).

## Dolce & Gabbana breaks down barriers

Italian fashion brand Dolce & Gabbana launched its first collection geared exclusively toward Muslim women.

The Dolce & Gabbana Abaya fall/winter 2016-17 collection includes a range of abayas and hijabs in the label's bright and colorful prints. International interest in high-fashion labels has resulted in brands embracing cultural differences through product output such as beauty products in a variety of shades and clothing options ([see story](#)).



*Glenmorangie Finlay & Co. sunglasses*

## Glenmorangie reuses its barrels

Scotch whisky distiller Glenmorangie went 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*

### Rolls-Royce sharpens its edges

British automaker Rolls-Royce Motor Cars showed 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](#)).



*Starwood culinary staff member*

### Starwood protects the planet

Starwood Hotels & Resorts showed its commitment to ethical food and beverage policies with a new menu item.

By 2020, the hospitality brand, now owned by Marriott International, plans to source 100 percent of its eggs from cage-free chickens. Today's consumer is highly conscious about what she puts in her body, often choosing organic foods when available ([see story](#)).



*Radio Flyer x Tesla Model S*

### Tesla targets tomorrow

U.S. electric automaker Tesla Motors gave its Model S an overhaul to appeal to an untapped segment of the market.

The automaker has partnered with Radio Flyer, known for its iconic little red wagons and tricycles, to create a mini Tesla Model S ride-on vehicle for children. Toymakers have produced models of automobiles for generations, but given the shift in consumer consciousness for electric vehicles, Tesla's partnership with Radio Flyer may translate to sales later down the road ([see story](#)).