

BLOG

## Top 5 brand moments from last week

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*Christian Louboutin Africaba tote*

By STAFF REPORTS

Support and outreach have been common themes lately in the world of marketing.

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Social awareness and strong moral standards are a key component of the identity of most luxury brands, as one fashion label and one beauty marketer demonstrated. In other sectors, brands looked to the future, innovating and finding ways to appeal to new groups of consumers.

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



*BMW ReachNow app*

German automaker BMW is extending its commitment to mobility with the new ReachNow brand.

ReachNow, launched in Seattle on April 12, is the American counterpart to the growing European "DriveNow" brand, offering on-demand mobility to metropolitan dwellers. Supplementing its traditional model with a move into the mobility sector will help BMW remain a major player in the automotive industry among a larger group of consumers ([see story](#)).

French footwear and accessories label Christian Louboutin is sending support to women in Senegal through a partnership with a local initiative.

The brand has developed a vibrant tote bag in collaboration with Valrie Schlumberger and La Maison Rose, a house in Dakar that shelters vulnerable women and their children and educates the mothers in skilled embroidery. Through sales of the Africaba bag, Christian Louboutin is giving back to La Maison Rose's programs, allowing fashionistas to make a marked difference along with a sartorial statement ([see story](#)).



*Cunard's Queen Mary 2*

Global cruise line Cunard is partnering with Julien's Auctions to prove that "There's No Business Like Show Business."

The celebrity auction house will showcase highlights from David Gainsborough-Roberts' Marilyn Monroe collection aboard Queen Mary 2. Ms. Monroe remains one of the most beloved icons of 20th century Hollywood, and her glamorous profile both on and off-screen make the collection an enticing way for Cunard to widen its net ([see story](#)).



*SK-II promotional image*

Beauty marketer SK-II is helping single Chinese women overcome the stigma of being labeled a Sheng Nu, or leftover woman, in an emotional documentary-styled advert.

A Sheng Nu, meaning an unmarried female over the age of 27, is considered incomplete by Chinese society. SK-II's "Marriage Market Takeover" film, which has gone viral since its debut earlier this month, brings to light the difficulties these women face since being cast as Sheng Nu ([see story](#)).



*Instagram image from Steinway & Sons*

Piano maker Steinway & Sons is reaching out to cultured consumers through an integrated multichannel campaign that tells the story of its uncompromising dedication to expression.

Acting in harmony, the 163-year-old brand has launched a global print advertising campaign, a brand video that captures its artisanship, social work and a redesigned content-rich Web site that spotlights some of its famous owners. With a new flagship Steinway Hall in New York opening to the public on April 15, the brand is looking to appeal to a new generation of potential piano owners ([see story](#)).