

BLOG

Top 5 brand moments from last week

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Solo posing by one of his installations

By STAFF REPORTS

Marketers and designers are continuing to take inspiration from the arts.

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Across several sectors, art from painting to comics and from classic to contemporary served as inspiration in the luxury world. Additionally, one jeweler innovated in the digital world to establish a deeper connection between person and product.

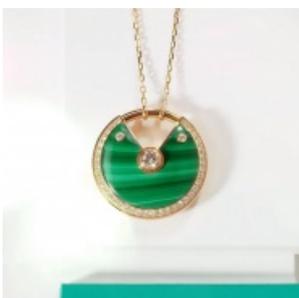
Here are the top five brand moments from last week, in alphabetical order:



Bentley by Blake

British automaker Bentley is bringing worlds together in the name of palliative and hospice care.

The automaker and British pop art legend Sir Peter Blake will create a unique vehicle, which Bonhams will auction off to raise funds for Care2Save Charitable Trust. Charitable endeavors always reflect well on participants, and this initiative always allows Bentley a chance to show off its creativity and vision ([see story](#)).



Cartier Amulette Malachite Instagram post

Richemont-owned jeweler Cartier is fulfilling its consumers' desires with a campaign promising to unlock their wishes.

The Amulette de Cartier collection is made up of colorful gemstones, each of which symbolizes a different feeling or wish. The creative content marketing and personalization the pieces offer will encourage engagement and work with Cartier's playful but discerning image ([see story](#)).



Chanel's interpretation of Vassily Kandinsky's artwork

French fashion house Chanel is paying homage to artistic icons with the help of its Le Vernis de Chanel nail polishes.

In a series on Instagram, the brand is reinterpreting pieces from the likes of Jackson Pollock and Ren Magritte, turning its social media feed into a branded art exhibit. While consumers' nails are not works of art in the same manner, showing what its lacquers are capable of producing may help inspire consumer to add to their nail polish collection ([see story](#)).



Johnnie Walker's Earth Mode

Scotch whisky maker Johnnie Walker is making consumers pause and think about their digital carbon footprint with the launch of a branded Google Chrome plug-in.

Once the consumer opts-in and downloads Earth Mode, the plug-in will track the amount of energy used by her online activity for four weeks, giving an idea of the annual energy consumption. Through a partnership with Earth Day Network, Johnnie Walker will then support the planting of trees to offset the annual carbon footprint of Earth Mode users ([see story](#)).

Italian fashion label Valentino is paying homage to women's ability to multitask with a capsule collection inspired by DC Comics' Wonder Woman.

Much like the superhero's arsenal of chic weapons, including a projectile tiara, Valentino created a collection of femininely powerful attire and accessories alongside street artist Solo. Celebrating the launch, the artist is creating one-of-a-kind murals in select Valentino boutiques, bringing the comic book inspiration to life within the stores ([see story](#)).