

BLOG

## Top 5 brand moments from last week

May 2, 2016

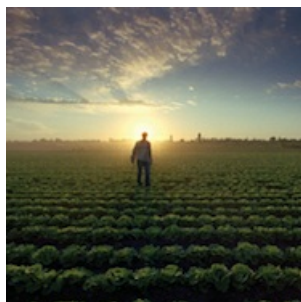


Image from Sub-Zero's "Fresh Food Matters" campaign

By STAFF REPORTS

Brands found ways to become a natural part of consumers' daily lives.

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From useful tips for cooking and fitness to tracking devices that prevent forgetfulness, luxury labels worked to reach consumers in meaningful ways. Elsewhere, a label honored its roots by finishing what it had previously started.

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



Dior's Chteau de La Colle Noire in Grasse, France

French atelier Christian Dior is bringing its namesake founder's dream to fruition by restoring the Chteau de La Colle Noire in Grasse, France.

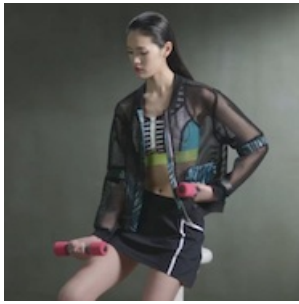
In 1950, the Chteau de La Colle Noire was purchased by Mr. Dior with the hope of using the property's 50 hectares as a nursery for flowers intended for the brand's perfumes, but with Mr. Dior's death soon after, his dream was never realized and the house sat mostly unused for 60 years. With the restoration of the property in Southern France, Dior has transported much of its fragrance division to the region ([see story](#)).



British automaker Jaguar Land Rover is saving consumers' time with more than its vehicles'

performance.

The automaker has integrated a Tile Bluetooth tracking device into its cars, helping drivers ensure they have everything they need as they get into their cars. Beyond fitting into Jaguar Land Rover's technological focus, the time-saving service will likely be welcomed by more forgetful drivers ([see story](#)).



*Lane Crawford Fit Room content*

Chinese department store chain Lane Crawford is helping consumers get closer to their fitness and wellness goals with the launch of an athleisure shopping destination.

The year-long "The Fit Room: Fit for Modern Living" is kicking off with a series of in-store events and a social influencer series of tips for a fit lifestyle. Through this, Lane Crawford can become consumers' go-to guru for exercise gear and guidance ([see story](#)).



*Lyst ad on a subway platform*

Inspired by the post-commute online shopping surge at 7 p.m., ecommerce platform Lyst is working to generate even more sales with a guerilla subway placement.

Basing its creative off the notifications posted within subway stations by the Metropolitan Transportation Authority, Lyst is showing its solidarity with riders with comical takes on shared experiences. The station placement will give Lyst the chance at a captive audience as riders wait for the next train ([see story](#)).

Refrigerator and wine storage brand Sub-Zero is providing a fresh perspective on food preparation and storage with an influencer-led initiative.

"Fresh Food Matters," centered on a dedicated Web site, aims to educate and inspire consumers to buy and cook with more fresh ingredients through insights from varied personalities including television host and chef Daphne Oz and vegan professional surfer Tia Blanco. Sub-Zero's content hub delves into the impact these ingredients can have on health, while also investigating the effect that food choices can have on the economy, the family and the environment ([see story](#)).