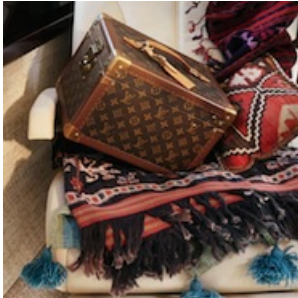


BLOG

Top 5 brand moments from last week

May 9, 2016



Louis Vuitton seen in Bloomberg Pursuits' Spend editorial for May 2016

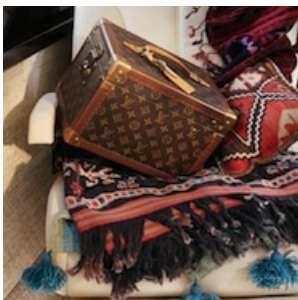
By STAFF REPORTS

Inspiration comes from countless sources, giving luxury brands infinite ways of leveraging consumer sentiment.

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From a brand's own heritage to readers' desperate need of a vacation, brands have gone down new paths to continuously offer affluent consumers interesting and thought-provoking products. Indeed, inspiration can also challenge the status quo with brands playing into the growing interest of unisex clothing and focusing on giving back to others in their time of need.

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



Louis Vuitton seen in Bloomberg Pursuits' Spend editorial for May 2016

Bloomberg Pursuits is enticing its readership to log off from the Bloomberg Terminal with an issue dedicated to travel.

The May issue of Bloomberg's lifestyle publication Bloomberg Pursuits is completely focused on travel, a first for the title. As memorable experiences begin to trump the importance of materials, affluents are becoming more interested in learning about the must-gos rather than the must-haves, giving publications leverage to dispense knowledge and insights on where to go next ([see story](#)).



Dior Backstage Pros campaign

French fashion label Dior is demonstrating just how fast its Backstage Pros collection can change up a makeup look by tapping four runway regulars.

In a short video, models race against the clock to apply a particular product, with the winner getting bragging rights for highlighting her feature first. This playful game between a handful of models enables Dior to prove not only the efficacy but the ease of use of these products ([see story](#)).



Handbags from the Sara Battaglia for Salvatore Ferragamo capsule

Italian fashion house Salvatore Ferragamo is using leather goods rather than footwear to celebrate its founder's colorful life.

For the project, Ferragamo worked with handbag designer Sara Battaglia, who launched her eponymous label in 2011, to create a leather goods capsule collection. Ms. Battaglia's designs juxtapose quirkiness with craftsmanship and link heritage to modernity, making her a good fit for a tribute capsule that looks at Ferragamo's heritage, but they concentrate on the brand's future as well.

As inspiration, Ms. Battaglia turned to one of Mr. Ferragamo's most iconic shoes, the Rainbow Wedge. Designed in 1938 for actress Judy Garland, the shoe features a stacked heel with the colors of the rainbow ([see story](#)).



Image from Look Good Feel Better

Dior and Christian Louboutin are among the luxury brands donating exclusive experiences for a Look Good Feel Better fundraiser.

The organization that works to raise the self-esteem of cancer patients through beauty is partnering with Charitybuzz for an online auction through May 4. Held during Look Good Feel Better Week and in the time leading up to Mother's Day, the auction may draw interest from those shopping for a unique gift for mom.

Look Good Feel Better aims to improve the lives of women undergoing chemotherapy and other cancer treatments by offering free makeup consultations and beauty sessions that are specifically targeted to managing appearance-related side effects of cancer ([see story](#)).



VB_Valentino_Untitled 01

Italian apparel and accessories label Valentino is getting back to basics with a gender-neutral line of classic pieces.

To introduce the collection, named Rockstud Untitled, Valentino creative directors Maria Grazia Chiuri and Pierpaolo Piccioli worked with artist Vanessa Beecroft on a living performance piece. The lines are blurring between men's and women's fashions, opening up opportunities for brands to experiment with new design concepts.

Valentino's Rockstud Untitled consists of wardrobe staples including a trench coat, crew neck sweater, white shirt and peacoat. The binding element that ties the pieces together is a gold stud detail used instead of seams, a reference to the Japanese kintsugi technique.

The label's fall/winter 2016 collection was inspired by Japan's Wabi-sabi philosophy, which strives for perfect imperfection knowing that nothing can ever truly be complete ([see story](#)).

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