

BLOG

## Top 5 brand moments from last week

May 16, 2016



*Canine Collection shoot for Lyst*

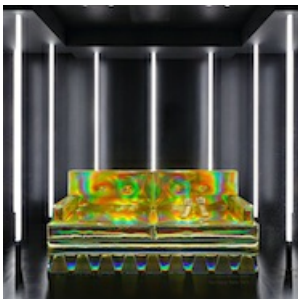
By STAFF REPORTS

With brand happenings always under the microscope of consumers and critics, the luxury sector has an opportunity to make a statement and know it will be heard.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Luxury brands are continuously under scrutiny for being ostentatious, and as of late the same brands subjected to criticism have used marketing initiatives to poke fun at themselves and their consumer base. Marketing serves a vast purpose for brands as it can be used to tout exclusivity of all forms, rally the public to find a missing puppy or protect those in jeopardy of being sold as accessories.

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



*Barneys New York window display developed with Margaret Lee; photo by Tom Sibley*

Department store chain Barneys New York turned its windows into an art gallery through a collaboration with Margaret Lee.

Ms. Lee has taken over six panes at Barneys' Madison Avenue store and downtown Chelsea location, humorously exploring the sterile home environment many New Yorkers try to keep through domestic scenes.

Through this depiction of flawed attempts at perfection, the artist is speaking to a local audience about control and consumption.

One downtown window shows a fridge stocked solely with handpainted watermelons, while an uptown pane features a pristine bathroom with a fully functioning sink, with the order disturbed by a strewn Gareth Pugh raincoat ([see story](#)).



*Video still from Inside Chanel, chapter 15*

In its latest Inside Chanel chapter, French atelier Chanel paints a self-portrait of its iconic N 5 perfume, introducing its backstory and role in the brand's DNA.

Inside Chanel now consists of 15 chapters that explore the brand's codes such as its use of particular colors, the lion motif and the legacy of founder Gabrielle "Coco" Chanel. As its most well-known fragrance, N 5 has been the subject of two other Inside Chanel chapters to date, showing the significance of the house's first scent ([see story](#)).



*Goyard Instagram image*

Leather goods maker Goyard is joining Instagram in an exclusive fashion, hosting a private 10-day preview of its account.

Starting May 11, consumers could request access to the private account by sending a follow request, with those who did treated to a curated collection of imagery. Social media is often credited with tearing down the velvet rope separating luxury brands and consumers, but this private account brings back a layer of exclusivity to the digital arena.

When the account officially launched, Goyard told fans to simply follow it to gain access. Once the user is approved, they are able to view content, including photos of its handbags and its flagship boutique in Paris and videos depicting everything from a "wish-fulfilling machine" to a smooth addition of a shoulder strap to a Saigon bag ([see story](#)).

Online retailer Lyst has gone viral courtesy of a controversial launch of a collection marketing dogs as fashion accessories.

After unveiling its "Canine Collection" on May 9, the ecommerce site drew criticism from the RSPCA and concerned consumers, who were worried about the seemingly flippant attitude shown towards the dogs' well-being. After sticking to its narrative, Lyst revealed that the stunt was fake, and used its increased attention and mentions to spotlight the issue of "handbag dogs."

The PR stunt trended on Twitter on May 9, gathering outraged responses from more than 10,000 animal lovers. Organizations including the RSPCA and Dogs Trust also tweeted out their disapproval, saying they were contacting Lyst to deal with this directly. The RSPCA's tweet garnered the most engagement for any Twitter post in the nonprofit's history ([see story](#)).



French jeweler Van Cleef & Arpels is enlisting consumers' help on a search for a brand's

best friend.

Together with online lifestyle publication Yatzer, Van Cleef & Arpels has launched a search for the brand's missing puppy brooch that dates back to the 1960s. Beyond potentially leading to the recovery of a piece of the brand's heritage, the novelty of the initiative will help expose the brand.

The #MissingPreciousPuppy project originated in a conversation between Yatzer founder Costa Voyatzis and Van Cleef & Arpels heritage director Catherine Cariou. Among the animal brooches of the brand's La Boutique line is a puppy dating back to 1966 that the brand has sought for the past two decades ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.