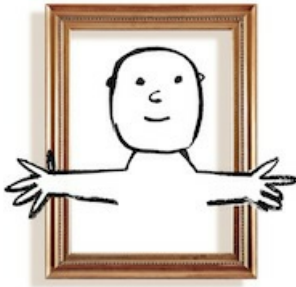


BLOG

Top 5 brand moments from last week

May 23, 2016



Serge Bolch's illustration for #HeritageAndCreativity

By STAFF REPORTS

Campaigns in the luxury space can be jovial or veer toward seriousness, allowing brands to be represented as multifaceted entities.

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Brands advocate for a number of causes, often asking for consumers help in spreading awareness through social media campaigns and volunteerism. This is often balanced by lighthearted efforts that rely on whimsy and fun to make an impression.

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

Members of France's Comit Colbert are encouraging more than 200 million social media users to support heritage and creativity.

The Comit Colbert was established in 1954 by Jean-Jacques Guerlain, founder of the perfume house of the same name, "to promote the concept of luxury," and today it counts 78 maisons and 14 cultural institutions as members. Launched on March 31, Comit Colbert's #HeritageAndCreativity hashtag has been making the rounds on social media to tout its members' commitment to fighting the pillage of cultural objects, including intellectual property ([see story](#)).



Dolce & Gabbana's #DGLovesCannes

Italian fashion house Dolce & Gabbana is making the most of the Cannes Film Festival with a playful advertising campaign.

Since the film festival kicked off last week, social feeds have been inundated with red carpet posts showing Hollywood's finest sporting racy gowns and dripping with bling. While Dolce & Gabbana has surely dressed A-Listers attending Cannes this year, the brand has opted to share its fashion in a more curated way.

For its model-fronted Cannes campaign, Dolce & Gabbana constructed a lighthearted guide to making the best of the Cannes Film Festival. The first rule is to "party hard."

The accompanying image shows a group of models arm-in-arm under the lights of a Marquee. The models wear a mix of streetwear, with one woman wearing a matching crop top and pants with dollar bills, and eveningwear with a man sporting a marigold-colored three-piece suit ([see story](#)).



Moda Operandi x Del Toro

Online retailer Moda Operandi is letting every dog have its day.

Moda Operandi has partnered with Italian footwear label Del Toro for a series of dog accessories, such as collars and leashes, and items for fashion-forward owners, including tote bags, catch-all trays and shoes. The love consumers have for their pets knows no bounds, and many high-end brands have taken this into consideration, offering dog-centric products to appeal to clients' sentiment.

For consumers who wish to have their dog's likeness rather than stock imagery embroidered on Del Toro's products, Moda Operandi is accepting pictures that will then be digitized for embroidering. The customization is likely to resonate with consumers who boarded obsession with their "fur babies" ([see story](#)).



Ralph Lauren Pink Pony

The Ralph Lauren Centre for Breast Cancer Research at The Royal Marsden opened May 17, expanding the brand's 20-year efforts in the fight against the disease.

This new center will focus on breast cancer tumors at a molecular level, establishing the differences between growths in different women to be able to better target treatments for individual patients. Cancer is a personal cause for Mr. Lauren, and this latest partnership with the Duke of Cambridge and The Royal Marsden is poised to make a difference in how the disease is treated ([see story](#)).



Image courtesy of Wedgwood

British luxury home and lifestyle brand Wedgwood is proving its relevancy after 250 years with a contemporary content strategy aimed at a new generation of affluent consumers.

Wanting to engage a digital audience while not alienating its loyal customers or losing sight of its luxury status,

Wedgwood has launched Behind the Blue Door, an online lifestyle magazine that incorporates its teaware and other products into editorials covering everything from food to fashion. Showing the power of content, Wedgwood's magazine has exceeded expectations in engagement and visitors since its launch ([see story](#)).

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