

BLOG

Top 5 brand moments from last week

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Illustration for the Gemfields x Muse collaboration

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Luxury thrives on the allure of exclusivity, whether it is a custom DIY handbag or a getaway on a private island.

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While digital has afforded luxury brands ways to interact with a wide range of consumers, the services projected onto these platforms still uphold the feeling of rarity. From personalized communications to capsule collections available for purchase from time of launch, luxury's allure is becoming stronger and more intimate.

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



Jimmy Choo Romy shoes, pre-fall 2016

British footwear label Jimmy Choo is showing consumers how to properly "speak Choo" for pre-fall 2016.

The film is described as creating a "new vernacular" for the brand, with the founding designer's surname being repurposed as "you" in a series of catchphrases. The minute-long film features three segments where its brand values are explored through playful mottos alongside Jimmy Choo's 24:7 Icons, a pre-fall 2016 edit of its most popular styles ([see story](#)).



Four Seasons Hotels and Resorts is promising no neighbors, no paparazzi and endless possibilities at the Four Seasons Private Island Maldives at Voavah, Baa Atoll.

The property is the hotelier's first private island offering and is the world's only exclusive-use UNESCO hideaway location in a World Biosphere Reserve. The secluded five-acre property is scheduled to open later this year and will offer Four Seasons' discerning guests a true private island experience ([see story](#)).

Colored-gemstone miner Gemfields has acted on the fashion industry's most debated topic with the introduction of a see now, buy now jewelry collection.

The collaboration brings together Gemfields' sustainably mined Mozambican rubies and Zambian emeralds with New York-based fine jewelry showroom Muse, known for championing emerging designers. The Gemfields x Muse collection debuted at the Couture Show June 2-6, a jewelry industry event held annually at the Wynn Resort in Las Vegas ([see story](#)).



Gucci's DIY service at its Milan flagship

Italian fashion house Gucci is putting creative control in the hands of consumers with the launch of a DIY program, launching first at its Milan boutique.

Consumers who visit the Milanese flagship on via Montenapoleone will be able to customize the Dionysus handbag through the DIY service. As the program rolls out globally, Gucci will begin including other products that can get the DIY treatments including the Ace sneaker, Princetown shoes, ready-to-wear pieces and men's made-to-order ([see story](#)).



IWC Pilot's Watch

Swiss watchmaker IWC Schaffhausen is taking communication to new heights as it promotes its pilot's watches.

The Skywriter campaign allows users to write a message in the sky and share it with third parties. An interactive and social campaign will help attract a younger consumer segment to the brand while subtly offering an introduction to the brand's latest watches ([see story](#)).