

BLOG

Top 5 brand moments from last week

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Lou Doillon in "The Legend of Orpheus and Eurydice"

By STAFF REPORTS

The rapidly evolving marketing ecosystem has enhanced brands' options to make a statement.

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From art installations fighting to raise awareness for global issue to a retailer striving to ensure a support retail system, brands have used their communications' platforms for good, digitally and physically. Likewise, the changing marketing scene has create new opportunities for creative development through native content, digital films and Snapchat tutorials.

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



Anna Dello Russo's Snapchat story for Dolce & Gabbana

Italian fashion house Dolce & Gabbana is encouraging consumer experimentation with help from Anna Dello Russo, editor-at-large and creative consultant for Vogue Japan.

In an effort shared on social media, Ms. Dello Russo, once described by photographer Helmut Newton as a "fashion maniac," stars in a video tutorial for Dolce & Gabbana's DG Straps, a handbag accessory that enables customization by consumers. Dolce & Gabbana explains that "fashion is transversal" and that DG Straps will let its consumers have more fun with its products ([see story](#)).

Italian fashion label Gucci is taking a cinematic approach to sponsored content through a collaboration with Cond Nast.

Working with filmmaker Gia Coppola, Gucci produced a series of four short films that tell a modern interpretation of the myth "The Legend of Orpheus and Eurydice." This first-of-its-kind partnership for the brand and media group premiered exclusively on June 6 across six Cond Nast titles and Gucci's Web site ([see story](#)).



Luisa Via Roma's "Underwater Love"

Italian department store Luisa Via Roma is tackling the migrant crisis by building a Bridge of Love.

Inspired by a 1966 flood in Florence caused by the overflowing Arno River, during which young people came to the aide of the Italian city, Luisa Via Roma is looking to inspire the same action with a conceptual installation crossing the same body of water. In line with its biannual Firenze4Ever digital gathering, the retailer is also launching the initiative "Everything Starts with a Hug," a project that will see participating companies train and include migrants into their workforces ([see story](#)).

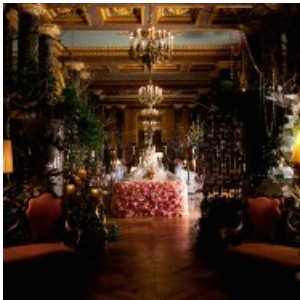


Image from Ritz Paris' "Behind The Door"

The Ritz Paris Hotel is creating buzz for its re-opening on social media with a short film.

The hotel shared "Behind The Door," directed by Zoe Cassavetes and starring Ana Girardot and Andrs Velencoso, on Facebook and Twitter after teasing it on the networks the past two weeks. The remodeling took longer than expected, so a strong social campaign will help revitalize interest among consumers ([see story](#)).



Image courtesy of VeryFirstTo

Ecommerce platform VeryFirstTo is partnering with Action For Addiction to combat shopping addiction.

VeryFirstTo now hosts the Action on Addiction logo on its homepage, which redirects to a page educating and helping to diagnose potential shopping addictions. Retailers have struggled with revenue in recent quarters, but the initiative still encourages brands to land on the right side of the fight between business and ethics ([see story](#)).