

BLOG

## Top 5 brand moments from last week

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*Kenzo's "Primary Colors"*

By STAFF REPORTS

From the musical to the entomological, luxury was buzzing with new ideas.

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Brands relied on animation and empowered consumers with music to tell their stories, exposing the relationship between craftsmanship and art. In the hotel sector, one brand highlighted its social responsibility, while an automaker sought new frontiers.

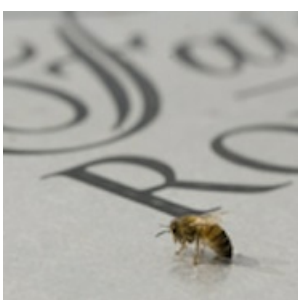
Here are the top five brand moments from last week, in alphabetical order:



*Still from Dior's Eau Sauvage film*

French fashion house Dior is highlighting the appeal of the men who have worn its Eau Sauvage fragrance over the years in a cheeky manner.

The animated, one-minute video depicts the Sauvage man as a sex symbol, surrounding him with women who find him irresistible. With Eau Sauvage's release dating back 50 years, this film is a way to introduce a new generation to the scent ([see story](#)).



Fairmont Hotels and Resorts across the United States are buzzing with new residents.

As the population of bees continues to decline, the hotel chain has unveiled new wild bee hotels at its properties in the U.S. Fairmont's new wild bee hotels were designed in collaboration with Pollinator Partnership, a group dedicated to protecting the habitat of bees ([see story](#)).



*Fendi's Karlito on camera for Elle*

Italian fashion house Fendi is taking consumers on a jetset tour of pre-fall's biggest trends through an interactive sponsored video created by Elle International.

"Elle Invites Karlito To Globetrot the Trends" sees the furry bag charm modeled after Fendi creative director Karl Lagerfeld traveling to destinations including Shanghai, Rome or New York, with each city corresponding to a certain look of the season. This exclusive sponsored content program will put Fendi in front of the fashion-hungry Elle audience around the world ([see story](#)).

French fashion label Kenzo is letting consumers try their hand at music production through an interactive experience showcasing its spring/summer handbag styles.

For its "Primary Colors," the brand teamed with the production team behind anime series Culture Sport to create an animation that responds to a track created by the user on a drum machine, with handbags dancing to the rhythm of the customized electronic beats. Involving consumers in the creation of a digital experience helps to further immerse them in the intended message ([see story](#)).



*Tesla Model X*

U.S. automaker Tesla is innovating the traditional dealership format through a retail placement at a Nordstrom store in Los Angeles.

The first of its kind Tesla Gallery at Nordstrom The Grove will showcase the brand's Model X SUV in a 400-square-meter boutique within the store's menswear department. With its debut timed for Father's Day weekend, the space is designed as a venue for low-pressure exploration of Tesla rather than a direct point-of-sale ([see story](#)).