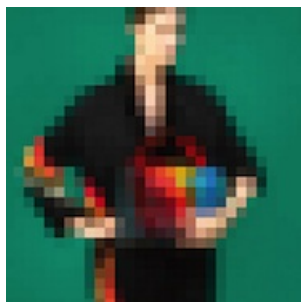


BLOG

## Top 5 brand moments from last week

June 27, 2016



*Anya Hindmarch, autumn/winter 2016*

By STAFF REPORTS

Luxury sent its message to never give up loud and clear.

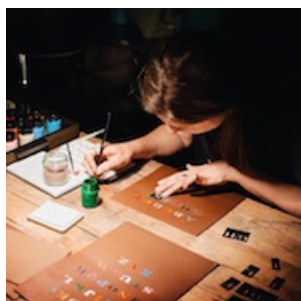
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Where one skincare brand launched a global campaign to restore dreams to the defeated, others leveraged the power of arts in the form of a mobile application, in-store experiences or products themselves. Creating a link between positive life experiences and sending a message of affirmation deepens bonds with consumers and gives them a peek behind the curtain.

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

British accessories label Anya Hindmarch is showing that it is cool to be square in a mobile application effort that brings its autumn/winter 2016 collection to life.

For autumn/winter 2016, Anya Hindmarch found inspiration in pixelation and the early ages of digital artwork, resulting in apparel and accessories featuring 8-bit graphics in a palette of bold rainbow colors. The PIX by Anya Hindmarch app, the first from the accessories maker, puts the brand's creative vision in the hands of consumers, allowing fans to pixelate their surrounding world ([see story](#)).



*Burberry crafts woman customizing merchandise with hand painted monogramming*

British fashion label Burberry is giving consumers a close-up view of artisan skills with a month-long series of bespoke experiences at its global flagship.

Exclusively at the store on London's Regent Street throughout the month of June, consumers can have items personalized with hand embossing or take in installations based on Burberry's latest collection. Taking the retail environment beyond a mere point of sale is a way to convince consumers to make a trip to a physical store ([see story](#)).



*Dolce & Gabbana's Dolce Radio handbag*

Italy's Dolce & Gabbana is letting consumers feel the music with a fully functional boom box-shaped handbag.

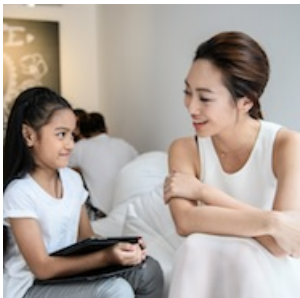
The Dolce Radio Bag is designed to look as if it were a stereo from the 1980s and allows consumers to plug in their mobile device to use the handbag as a portable sound system. Fashion is at the convergence of technology and style, with functionality becoming a primary sale point for many consumers ([see story](#)).



*Jaguar Land Rover's mural at Casa de Cultura*

As it celebrates the opening of a new plant in Itatiaia, Brazil, British automaker Jaguar Land Rover is giving back to the local children with an artistic project.

Under the leadership of Brazilian street artist Nove, 20 workers from the factory worked with parents and their school-aged children to create a large-scale mural exploring the power of music. As Jaguar Land Rover enters Latin America for the first time, undertaking this initiative will help endear and connect the brand with its neighbors ([see story](#)).



*SK-II Dream Again in Singapore*

Japanese skincare brand SK-II is encouraging female consumers to dream again, regardless of their age or demanding responsibilities.

SK-II's "Dream Again" campaign, part of its larger #ChangeDestiny campaign, is based on a survey conducted among 5,400 women in 14 countries, the results of which found that there were key barriers such as financial support, fear of leaving one's comfort zone and not fitting traditional definitions of success preventing the pursuit of childhood dreams. But, SK-II found that "doing what you love" and being satisfied with life's outcome are not universally shared by female consumers ([see story](#)).