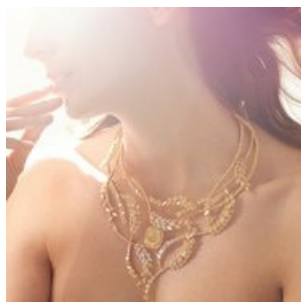


BLOG

Top 5 brand moments from last week

July 11, 2016



Les Bls de Chanel

By STAFF REPORTS

Today, despite the hefty price tags for goods and services often associated with the industry, luxury brands strive to be inclusive for all consumers, whether the medium be print, digital or through restoration works.

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Mobile and digital platforms have presented opportunities to connect with consumers in whimsical ways such as "kiss monsters," or educate through large-scale restoration projects of some of mankind's greatest structural achievements. Inclusion efforts also include public works of art meant for all to enjoy and print titles that reflect the world economy and various lifestyles of luxury consumers.

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

French couture house Chanel harvested consumer attention through an eye-catching street art installation.

To celebrate the launch of its Les Bls de Chanel high-jewelry collection, inspired by the symbolism of wheat, the brand commissioned a piece from Gad Weil. The artist planted 1 million stalks of wheat in Place Vendôme, creating a rural oasis in the heart of Paris.

After its run from July 1-7, the Mr. Weil's installation will be replanted in Saumur, France, Ms. Chanel's birthplace ([see story](#)).



The Trevi Fountain in Rome

Italian fashion house Fendi is honoring its connection with the city of Rome as the brand begins celebrations for its 90th anniversary.

Fendi's story began in 1926 at a family-operated atelier on Rome's Via del Plebiscito, and today the label is known the world over for its boundary-pushing designs at the hand of creative director Karl Lagerfeld, who has been with

the house since 1965. In a celebratory homecoming of sorts, Fendi is readying Rome's iconic Trevi Fountain, where the house staged its Haute Fourrure runway show on July 7.

Along with social content meant to build anticipation for the July 7 runway presentation, Fendi also created a microsite meant to serve as a hub for its 90th anniversary. Segmented into four chapters, from July 4 to the day of the show, the site worked as a countdown for the presentation, giving consumers access to editorial content and images pulled from Fendi's social accounts to explore prior to the live-stream ([see story](#)).



Shiseido's Rouge Rouge lipstick collection

Japanese beauty brand Shiseido is puckering up to a younger consumer demographic via a connected digital experience.

In an effort to get "up close and personal" to millennial and Generation Z consumers, Shiseido has developed the "Rouge Rouge Kiss Me" concept. The effort, built around the brand's Rouge Rouge lipstick line, is Shiseido's first interactive digital campaign and was developed with Tokyo-based creatives teamLab and its talent collective including CGI animators, engineers, mathematicians, architects, editors, programmers and graphic designers.

To activate the experience, the consumer must be on a mobile device to "kiss [their] special someone or friend through [her] smartphone." Choices include Japanese social platform Line, Twitter, Google+, Pinterest, Facebook and WhatsApp.

When the preferred platform is selected, the user's mobile device will generate an automated message to share with a friend or loved one ([see story](#)).



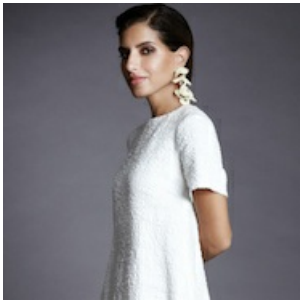
The Colosseum in Rome

With the first phase of the Roman Colosseum's restoration complete, project supporter Italian apparel and accessories label Tod's is including a global audience in the reveal.

In 2011, Tod's Group pledged 25 million euros, at the time about \$34 million, to help officials fund repairs of the landmark. Along with an unveiling event on July 1, Tod's created a corresponding digital project that takes consumers inside the process.

The restoration of the Colosseum was a project of the commissioner of the archaeological areas of Rome and Ostia Antica, Roberto Cecchi, who worked in collaboration with the Italian capital's archaeological heritage department.

Via a dedicated page of Tod's Web site, consumers can follow the first phase of the renovations, seeing before and after photos and reading about the process ([see story](#)).



Deena Aljuhani Abdulaziz

Media group Cond Nast is expanding its Vogue magazine to the Arab world, drawing on a growing demand for high-fashion content in the region.

Based in Dubai, United Arab Emirates, Vogue Arabia will target the entire Middle East, an area that is seeing one of the fastest growth in ultra-high-net-worth population. Marking a historic new strategy for the Vogue brand, A Web site in Arabic and English will launch in October, followed by print magazines beginning next spring.

Once launched, Vogue Arabia will be the 22nd Vogue edition produced globally. For Vogue Arabia, Cond Nast is partnering with Dubai-based publisher Nervora, which currently publishes [Style.com/Arabia](#) ([see story](#)).

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