

BLOG

Top 5 brand moments from last week

July 18, 2016



Peyton Knight for Marc Jacobs x M2M's Off Book

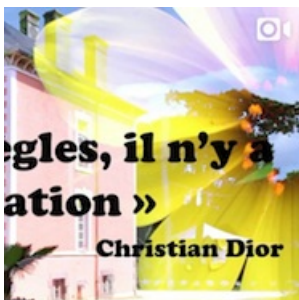
By STAFF REPORTS

Digital content was king, from mini documentaries to streamed book readings.

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As display advertising's efficacy slows, brands are finding ways to reach consumers through engaging series, taking them inside their inner workings or producing pure entertainment. Elsewhere, brands pushed forward with technological innovations and design partnerships.

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



Still from Dior's Insta-documentary with Marion Cotillard

French couture house Christian Dior took followers on a weeks-long Insta-documentary starring brand ambassador Marion Cotillard.

The effort, housed exclusively on Dior's primary Instagram account, follows Ms. Cotillard as she experiences different facets of the brand. The documentary begins at the Cannes Film Festival and ends at Mr. Dior's Granville estate, showing viewers various aspects of the brand through Ms. Cotillard's interactions with Dior during her journey ([see story](#)).



Jaguar Land Rover Connected Convoy

British automaker Jaguar Land Rover is one-upping competitors' attempts for an autonomous vehicle.

The automaker has demonstrated in videos a number of technologies that will pave the way for a vehicle that can drive itself on all terrains, not simply on roads. As autonomous vehicles are met with both excitement and skepticism, illustrating the mechanics and offering a point of differentiation will help the company retain its fans ([see story](#)).

U.S. fashion label Marc Jacobs is hitting the books to tout its commitment to unique storytelling.

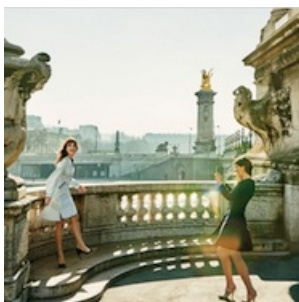
To do so, Marc Jacobs is collaborating with fashion television channel Made to Measure and its "Off Book" series, now in its second season. Developed by entertainment conglomerate WME-IMG, M2M is a video network, covering the past, present and future of the fashion industry through multiple storytelling efforts ([see story](#)).



Tiffany's iconic blue box

U.S. jeweler Tiffany & Co. is looking to reinvigorate categories beyond its jewelry offerings by collaborating with designer Reed Krakoff.

In a bid to modernize its product offerings, Tiffany has selected Mr. Krakoff to design its new gifts, home and accessories collection for 2017. In a similar move, Tiffany appointed Francesca Amfitheatrof as design director in 2014 and launched the Tiffany T collection shortly thereafter to cull modern consumers as the jeweler entered a new era of design ([see story](#)).



Travel+Leisure updates for the modern reader

Time Inc.'s Travel + Leisure is making its travel advice and tips accessible to readers throughout each point in their journey with the launch of new digital travel guides.

In addition to refashioning its online guides, the publication has designed a dedicated mobile application catering to travelers' needs while they are on-the-go. While Travel + Leisure's print magazine and online content have served consumers in top-of-funnel research, the addition of a purpose-driven app creates a platform for readers to consult once they have arrived at their destination ([see story](#)).

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