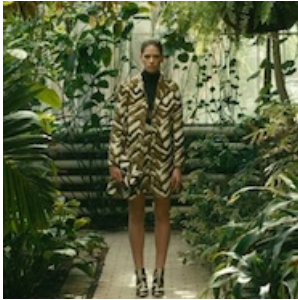


BLOG

Top 5 brand moments from last week

July 25, 2016



The Bulgari Vault app

By STAFF REPORTS

As pressure mounts amid faltering sales, brands took a variety of approaches to connect to consumers.

Focusing on security and the environment trumped overt marketing content for some, but a memorable campaign never goes out of style. Elsewhere, an auctioneer and a department store sought to bring foot traffic through diverging means, easing the first step of a sale.

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Here are the top 5 brand moments from last week, in alphabetical order:

Italian jeweler Bulgari is crossing over into the consumer solutions sector with the introduction of its Bulgari Vault mobile application.

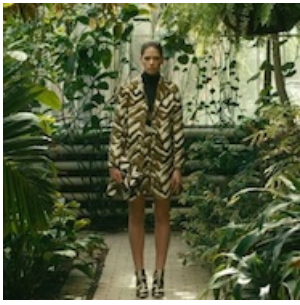
For more than a year, Bulgari has shared a number of details regarding its forthcoming collaboration with Switzerland's WISEKey, a service that will provide consumers with secure digital protection while using mobile devices ([see story](#)). With mobile payments becoming more commonplace, affluent consumers have concerns that their personal details may be breached when shopping online or in-store, making the Bulgari Vault a welcome addition to the financial services lineup ([see story](#)).



Fortnum & Mason With Love Project display

London department store Fortnum & Mason is celebrating the passion of British artisans through an installation in its menswear department.

The retailer is teaming up with the With Love Project to help launch its book documenting artisans in fields as diverse as sign writing and baking. Pairing with these craftsmanship-focused storytellers will help Fortnum & Mason highlight its own focus on the makers behind the products it carries ([see story](#)).



Video still from Longchamp's "Urban Nature"

French fashion label Longchamp is highlighting its fall apparel and accessories through an eccentric anthropological study.

Based on the brand's jungle-inspired collection, a short film takes consumers inside "Urban Nature," exploring the diverse traits that exist within a single group of friends. Taking a humorous spin, the girls are portrayed as aloof individuals, with minimal visible interest in hobbies and each other ([see story](#)).



Mick Rock's photo of David Bowie, on display at Sotheby's "Rock Style" exhibition in London

International auction house Sotheby's is commencing countdown for a three-part sale of the art collection of one of the world's most beloved figures.

Beginning July 20, Sotheby's will display the art owned by rock n' roll legend David Bowie, who passed away on Jan. 10 this year from cancer he kept hidden from the public, in its galleries ahead of a three-part auction. Mr. Bowie was a well-known admirer of artists ranging from Andy Warhol to Damien Hirst, and the breadth of his collection and the enormity of his popularity promise large crowds ([see story](#)).

U.S. electric automaker Tesla Motors has unveiled the second part of its master plan.



Tesla Model 3

The acquisition of SolarCity ([see story](#)) marked the completion of part one, which also included the creation and distribution of three vehicles, culminating with an affordable, high-volume car, the Model 3. The new plan includes more vehicles and a big rig to better address the consumer market, autonomous vehicles and an ambitious entry into the world of public transportation ([see story](#)).