

BLOG

Top 5 brand moments from last week

August 1, 2016



Lyst's "Seek" campaign

By STAFF REPORTS

Artistic collaborations presented opportunities to tell familiar stories in a new medium and with a fresh vision.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

From unbranded out of home displays to a remixed soundtrack that gets to the heart of craftsmanship, creative partners helped brands get noticed both in digital and in the physical world. Elsewhere, brands prepped for the Olympic Games with science.

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



Josh Peskowitz curated Glenfiddich's Wardrobe XXI

Scotch whisky maker Glenfiddich is dressing its enthusiasts in a sense of place with help from Scottish fashion labels.

Recently, Josh Peskowitz, a fashion industry veteran and co-founder of men's concept shop Magasin, traveled to Scotland to experience Glenfiddich's creative process at its source. While on his retreat, Mr. Peskowitz witnessed the framework of Scottish culture and was inspired to bring these elements together in the form of a menswear capsule ([see story](#)).



Illustration by Winnie Chi for Gucci's #24HourAce

Much like its Instagram projects surrounding particular motifs, Gucci is highlighting the international appeal of its Ace sneaker through a series of artistic films.

The brand's #24HourAce project commissioned works up to 60 seconds in length from global artists that interpret the shoe style's relationship to movement and activity ([see story](#)).

To fete the premiere of the project, the Italian fashion house staged a Snapchat takeover.

Each of the artists who created a video for the film initiative took over Gucci's Snapchat for one hour, sharing their vision and process behind the production of a piece inspired by the label's Ace sneaker. In addition, Gucci worked with Hearst's Sweet Discover channel to promote the artists' films, giving their work a broader audience ([see story](#)).

Ecommerce platform Lyst is positioning itself as the place for fashion finds with an unbranded multichannel effort.

For its "Seek" effort, Lyst partnered with a handful of artists to visually interpret the campaign concept in works of art that are now on display in New York's SoHo neighborhood. Without including the Lyst name, the campaign forces consumers to actively seek out the meaning behind the ads, creating an interactive extension of its message ([see story](#)).



Omega Planet Ocean watch

Swiss watchmaker Omega is embracing a new angle as it touts its role as official timekeeper of the 2016 Olympic and Paralympic Games.

On an extension of its site, Omega has released a series of videos and educational slideshows expanding on its role as perhaps the games' most prestigious sponsor. The videos allow Omega to demonstrate its craftsmanship through a link that will appeal to more consumers.



Gener8ion for Audemars Piguet

Swiss watchmaker Audemars Piguet is capturing the balance between innovation and tradition that goes into its Royal Oak Supersonnerie timepiece through sound.

Audemars Piguet commissioned French DJ and producer Surkin to portray the striking watch's chime in an audiovisual project under his creative entity Gener8ion. Through recorded ambient noise at Audemars Piguet's

manufacture in Le Brassus and sounds from the natural world, "Sound Awakens" tells the story of the brand's craftsmanship through a new point of view ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.