

BLOG

## Top 5 brand moments from last week

August 8, 2016



*Halle Berry for Saks' Key To The Cure*

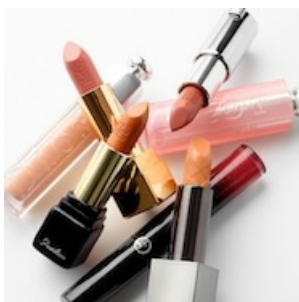
By STAFF REPORTS

Brands shared campaigns centered on consumers' well-being, with some efforts taking a serious approach and others piling on the satire.

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Many of the last weeks' campaigns gave brands an opportunity to underscore shared topics of consumers' concerns such as self-esteem struggles after cancer treatment and ensuring a loved one can receive needed medical care. Humanitarian efforts are often executed by luxury brands due to affluent's philanthropic tendencies, and these show a brand cares about consumers beyond the point of sale.

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



*Lipsticks from Burberry, Dior and others*

Personal care brands such as Estée Lauder, Shiseido and Guerlain came together to help women with cancer regain their self-esteem and confidence while undergoing treatment.

The participating beauty brands joined forces with more than 25 beauty and lifestyle publications at department store Saks Fifth Avenue's New York flagship for the fifth annual Beauty Editors Day Aug. 4. Since its inception, Saks has hosted Beauty Editors Day alongside charity organization Look Good Feel Better.

During Beauty Editors Day, participating publications and personal care brands organized 30-minute consultations at Saks' Fifth Avenue flagship. ([see story](#)).



*Tommy Dunn for Bulgari's #RaiseYourHand*

Italian jeweler Bulgari is showing its attention and support of Save the Children through a single symbolic gesture. The latest campaign in the brand's seven-year collaboration with the youth-focused charity asks consumers to #RaiseYourHand. Leveraging the power of celebrity, the effort includes famous faces including Meg Ryan and Naomi Watts leading by example ([see story](#)).



*Lyst's Zikini for men and women*

Amid fears of contracting the Zika virus, ecommerce platform Lyst has come up with a sartorial solution to ease concerned consumers attending the summer Olympics in Rio de Janeiro.

Never being one to shy from controversial marketing efforts, Lyst launched the "world's first Zika-safe bikini," dubbed the "Zikini" ahead of the start of the Games on Aug. 5. Concerns over poor water quality paired with the mosquito- and sexually transmitted Zika virus has stunted optimism and anticipation for the games to officially begin, with many athletes and media choosing to sit this one out.

Through its promotions for the Zikini, Lyst is injecting itself into a serious conversation, but with a dash of satire that will surely keep the ecommerce platform top of mind.

Lyst jokes that the Zikini was designed by a team of fashion designers and medical experts to offer wearers, athlete or Olympic attendee, full-body protection against mosquitoes that could carry the Zika virus ([see story](#)).



*Halle Berry for Saks' Key To The Cure*

Department store chain Saks Fifth Avenue is inspiring consumers to join the fight against cancer with help from an Oscar-winning ambassador.

Actress Halle Berry stars in the campaign for Saks' 18th annual Key To The Cure fundraiser, which is in partnership with Stand Up To Cancer and the Entertainment Industry Foundation. For this year's charitable shopping event, footwear label Christian Louboutin has designed a limited-edition t-shirt for the cause, which may give fashion fans additional incentive to participate.

On Oct. 1, the 2016 Key To The Cure will launch in all 40 Saks stores across the United States and Canada as well as online at Saks.com and SaksOff5th.com ([see story](#)).



*XOJet Citation X*

Private aviation company XOJet is helping its clients to feel better.

XOJet has partnered with Summus, a private healthcare referral network connecting clients with leading physicians, to bring its clients quick access to world-class medicinal service. While private aviation and healthcare might seem distinct, the overlapping ultra-high-net-worth clients will provide each group with enhanced access to a receptive group of consumers.

Recent years have seen wellness emerge as a booming market among affluent classes. Since private aviation is exclusively the domain of the affluent, it follows that many of them are concerned with health, providing the partnership a positive outlook ([see story](#)).

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