

BLOG

Top 5 brand moments from last week

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Marion Cotillard for Lady Dior, fall/winter 2016

By STAFF REPORTS

To stand out from the rest, auction houses, watchmakers and fashion brands all showcased the engagement capabilities inherent to new media.

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With social media allowing unprecedented access to consumers but also making it easier than ever for consumers to tune out messages, brands are forced to constantly innovate. Even for those opting for other tools, the bar has been raised, leading to exiting new strategies and initiatives.

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



A. Lange & Shne Saxon Automatic timepieces

Richemont-owned watchmaker A. Lange & Shne is prompting consumers to explore its beginnings through a fictional account.

German author Christoph Scheuring's novel "Signs of the Times" is based on A. Lange & Shne founder Ferdinand Adolph Lange's life, using his biography as the frame to tell the story of Saxony's industrial history in the early 1800s. While A. Lange & Shne did not publish the work itself, the brand is promoting the book's release through digital readings and content ([see story](#)).



Marion Cotillard for Lady Dior, fall/winter 2016

With bricks-and-mortar sales continuing to decline, social selling is poised to alter the current retail model by facilitating purchases seamlessly through branded communication.

French atelier Christian Dior recently tried its hand at social selling by offering its followers on Chinese messaging and social application WeChat the opportunity to purchase a limited-edition handbag directly through a post. While not alone in its WeChat efforts, Dior has become the first luxury house to sell a high-end handbag through the app, showing its potential for direct-to-consumer sales ([see story](#)).



A Gucci window display at Galeries Lafayette

Italian fashion house Gucci is sharing its iconography via a pop-up and in-store exclusives at Parisian department store Galeries Lafayette.

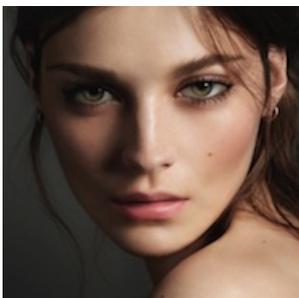
In addition to limited-edition goods designed specifically for the Gucci pop-up at Galeries Lafayette, the Italian house has also outfitted the retailer's Boulevard Haussman windows with its whimsical motifs and accessories. Gucci has been in overdrive recently as it works to reposition its brand and the new aesthetic devised by creative director Alessandro Michele ([see story](#)).



Filming "The Treasures of Chatsworth"

International auction house Sotheby's is creating new spaces for art content to amplify the thriving market.

Sotheby's will launch Museum Network on Aug. 29, where it will host content created by museums and other art institutions from around the world. Sotheby's will also conceive and produce original content for Apple TV, further propelling the brand into consumers' digital spheres ([see story](#)).



British heritage brand Burberry is demonstrating the importance of beauty personalization as it introduces its latest mascara.

For the launch of Cat Lashes mascara, **Burberry** has partnered with social platform Pinterest to create individualized inspiration boards based on consumers' beauty preferences. Recently outfitted with ecommerce capabilities, **Pinterest** has emerged as the go-to platform for sharing favorite products, discovering new must-haves and exploring how-to tutorials, making it ideal for beauty promotions ([see story](#)).

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