

BLOG

## Top 5 brand moments from last week

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*Jackie Cruz for Rmy Martin's Circle of Centaurs*

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By STAFF REPORTS

Brands reinforced their codes through interactive digital touchpoints and a return to print.

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From the relaunch of a branded title to the creation of a streaming series or mobile game, brands used both traditional and new platforms to tell their stories. Elsewhere, brands launched mentorship programs or looked to change the future of driving with technological advances.

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



*2017 Audi A4*

German automaker Audi is transforming the market with the first offering of a futuristic technology.

Audi has announced that select 2017 models built in June or later are equipped to vehicle-to-infrastructure communication technology. The newfound capabilities will create a more relaxing environment for drivers and also gives Audi a head start in cultivating loyalty based on the burgeoning technology ([see story](#)).



*Behind-the-scenes with Gemfields and M2M*

Colored-gemstone miner Gemfields is establishing a presence during New York Fashion Week this September through an influencer film series.

Running as part of style video network M2M's In Conversation series, the films feature bloggers talking about how color relates to their personal fashion sense. This branded content will enable Gemfields to further connect itself to the world of fashion ([see story](#)).



*Gucci's DIY service at its Milan flagship*

Italian fashion label Gucci is embedding its newfound iconography into consumers' memories through a gamification effort found within its mobile application.

Since taking the reigns at Gucci, creative director Alessandro Michele has introduced a number of motifs such as bumblebees, snakes and various types of flora that have been incorporated into his designs. Quickly becoming the house's signature, Gucci has used Mr. Michele's imagery throughout its campaign promotions to present consumers with a consistent brand image as the label undergoes an aesthetic transformation ([see story](#)).



*Jackie Cruz for Rmy Martin's Circle of Centaurs*

Cognac maker Rmy Martin is encouraging consumers to find their many talents with help from a multifaceted performer.

For its 2016 Circle of Centaurs mentorship program, the brand is teaming up with musician, actress and photographer Jackie Cruz, most well-known for her role on "Orange is the New Black," to coach promising consumers in singing. An extension of Rmy Martin's One Life/Live Them campaign, this project speaks to the brand's values of promoting skillful mastery ([see story](#)).



*Katie Kloss for Swarovski's Brilliant Inspiration campaign*

Precision-cut crystal maker Swarovski has teamed with publishing house Cond Nast to relaunch Salt, a glossy print title.

Salt will be published twice a year by Cond Nast Contract Publishing Division and will be available in English, Mandarin and Japanese editions. Darius Sanai, the editor in chief of Cond Nast Contract Publishing, conceived the title alongside Swarovski as a way for the brand to explore the many facets of its narrative ([see story](#)).