

BLOG

Top 5 brand moments from last week

August 29, 2016



Gaggenau Restaurant 1683 takes inspiration from the Black Forest

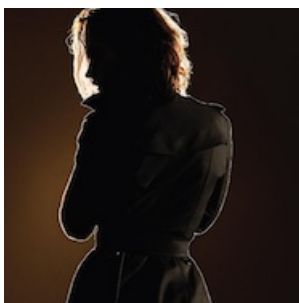
By STAFF REPORTS

Brands expanded their horizons, venturing into new selling methods or exploring new worlds.

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From embracing Snapchat's potential to immerse consumers in a campaign to disrupting the retail model for automobiles, brands looked to digital partners and innovations to connect with consumers. Elsewhere, new events opportunities to explore culinary experiences or food for thought, relating to consumers around shared interests.

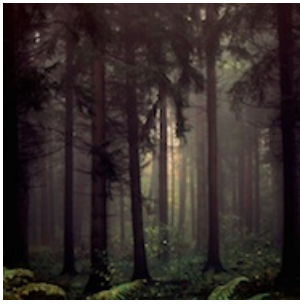
Here are the top five brand moments from last week, in alphabetical order:



Lily James for My Burberry Black

British fashion label Burberry is using its first Snapchat lens to debut its latest fragrance for women.

As the campaign for My Burberry Black launches across the brand's digital channels on Aug. 22, the brand is allowing consumers to follow along as campaign face Lily James takeover its Snapchat account. Starting Aug. 23, consumers can step inside the effort virtually through a branded lens, which allows them to capture themselves in a rainy scene ([see story](#)).



Gaggenau Restaurant 1683 takes inspiration from the Black Forest

German appliance maker Gaggenau is inviting consumers to explore its 333-year heritage through a multi-sensory experience.

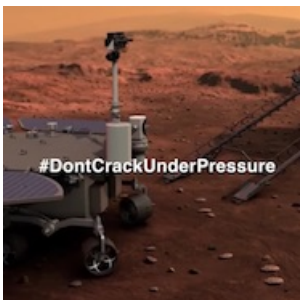
Gaggenau Restaurant 1683, named to reference its founding year, will open with a pop-up eatery in New York this September, with follow-up events and digital components stretching over the next three years. While marketers traditionally use sight and sound to communicate a message, involving more senses opens up additional storytelling capabilities (see story).



Rendering of Rockar.Jaguar Land Rover Stratford London

British automaker Jaguar Land Rover is bringing vehicle buying into the digital space through a partnership with Rockar.

The brand will establish an online retail Web site and corresponding showroom in the Westfield Stratford mall this fall, becoming the first premium automaker to allow individuals to purchase a car entirely online. A reflection of changing consumer needs, this move enables potential owners to explore in-person and then complete the purchase transaction at a time and place convenient for them (see story).



Video still courtesy of Tag Heuer

Swiss watchmaker Tag Heuer is putting its "Don't crack under pressure" mantra to good use as it prepares to be the first luxury brand to market from Mars.

LVMH-owned Tag Heuer has aligned with China's Mars Exploration Program, which intends to land an unmanned rover on the Red Planet in 2020. In its supporting role of the China National Space Administration's Mars expedition, Tag Heuer will serve as timekeeper, a position likely to keep its band top of mind among Chinese consumers drawn to the monumental occasion (see story).



Vogue Paris, September 2016

Cond Nast-owned Vogue Paris is calling on fashion enthusiasts to partake in the first edition of the Vogue Fashion Festival in Paris Nov. 4-5.

Intended for professionals and fashion lovers, the two-day event will see debates, discussions and master classes meant to inspire and provide food for thought. The inaugural Vogue Fashion Festival will be hosted by Vogue journalists, celebrities from the industry, giving readers the opportunity to learn from firsthand experience ([see story](#)).

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