

BLOG

Top 5 brand moments from last week

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The Walk, fall/winter 2016; photography by Tommy Ton, courtesy of Michael Kors

By STAFF REPORTS

Brands experimented with new retail concepts, bringing competitors closer or using digital to facilitate try-ons.

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From establishing a digital shoppable street-style hub to creating a multi-purpose lifestyle space, brands are finding ways to provide context for their products. Elsewhere, a loyalty program enabled frequent guests to indulge and earn.

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



Aston Martin at No. 8 Dover Street

British automaker Aston Martin is inviting consumers to explore its brand lifestyle through its first experiential boutique.

Aston Martin at No. 8 Dover Street in London translates the brand's Art of Living concept into a bricks-and-mortar environment, establishing a place for shopping, classes, exhibits and events. Aston Martin, much like a number of other automakers, has been branching out beyond automobiles, looking to associate its vehicles with a mindset and way of life ([see story](#)).



Jaguar XE outside a dealership

British automaker Jaguar is pitting its XE model up against the competition in a rivalry test drive event.

The automotive industry is fiercely competitive with brands often trumpeting their engine's prowess and design couth against others offering similar models within the sector. In an attempt to display its automotive aptitude, Jaguar is inviting British consumers to attend an event where it will showcase, in person, the superiority of its XE model ([see story](#)).



The Walk, fall/winter 2016; photography by Tommy Ton, courtesy of Michael Kors

U.S. fashion label Michael Kors is walking the streets of New York to introduce its first street style campaign for its latest collection.

Michael Kors' "The Walk" launched Aug. 21 and shows a quartet of diverse influencers in downtown New York. The campaign has also been repurposed as a shoppable hub on the Michael Kors' Web site, allowing consumers to interact with the advertising content and collection pieces ([see story](#)).



Neiman Marcus' Sunglass Memory Mirror

Department store chain Neiman Marcus is easing eyewear purchases by enhancing its digital touchpoints through the placement of at-counter Memory Mirrors.

To implement its latest in-store technology, Neiman Marcus has partnered with MemoMi, the developer of Memory Mirror, a digital solution that has strengthened in-store trials. As consumer demand for omnichannel experiences has grown, retailers have been adapting the in-store model to tie together physical retail with digital touchpoints that bolster quality and service ([see story](#)).



Image courtesy of Shangri-La

Shangri-La Hotels and Resorts is modernizing its dining experience with the introduction of a dining-focused subset of its loyalty program that leans on a full-bodied digital platform.

The Table by Golden Circle is Shangri-La's new program to expand reward capabilities to its most loyal customers while also ushering in new members, specifically for dining and beverage. A digital platform provides diners with recommendations based on their mood while providing users with a method to keep track of rewards and special offers ([see story](#)).

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