

BLOG

Top 5 brand moments from last week

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Marc Jacobs' 2016 Spring and Summer show

By STAFF REPORTS

Brands aimed for greater visibility by taking stunts to new heights or innovating search optimization.

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Through partnerships, brands created experiential events, whether that entailed a skydiving feat or establishing a temporary art gallery. Other brands covered new ground, launching an additional product category or hitting the open road.

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



Christian Louboutin's Trouble in Heaven fragrance

French footwear label Christian Louboutin is venturing into the fragrance category after a successful entrance into color cosmetics.

Instead of a single fragrance to make its introduction into the perfume market, Christian Louboutin has created three scents to capture the multifaceted desires and personalities of a woman. With the fragrance trio, Christian Louboutin now offers female consumers footwear, accessories, lipstick and nail varnish, to create a head-to-toe, branded look ([see story](#)).



Fortnum & Mason X Frank teasers

British department store Fortnum & Mason is turning its Piccadilly flagship into a contemporary gallery ahead of the Frieze Art Fair.

Before Frieze London opens in October, Fortnum & Mason is partnering with avid art collector Frank Cohen for a celebration of British modern art. Opening Sept. 13, the month-long "Fortnums X Frank" will see more than 60 works from artists such as Charming Baker and Paula Rego displayed across the store ([see story](#)).



Prada fall/winter 2015, Milan Fashion Week

A number of fashion brands are hoping to facilitate a direct connection to consumers who are searching for related information on Google.

In a new development, Google is allowing brands such as Marc Jacobs and Burberry to provide input and content that comes from the latest happenings at global fashion weeks, starting with New York, when users search for the brands. The buyable content will appear above generated search results within Google's Web page ([see story](#)).



Promotional image for Lancel Escapade

Richemont-owned leather goods label Lancel is hitting the road for a playful exploration of its 140-year history.

To mark the milestone, Lancel has fashioned a tour bus into a rolling museum complete with interactive displays that tell the story of its innovations and creativity. The Lancel Escapade is touring France and Belgium, stopping off at key cities into November, giving consumers an opportunity to learn more about the brand in a memorable format ([see story](#)).



Land Rover's special Discovery prototype for Bear Grylls' stunt

British automaker Jaguar Land Rover has enlisted the help of a famous adventurer to show off the convenience and easy-to-use features of its new vehicle release.

The new Land Rover Discovery will be introduced to the road on Sept. 28 with a paired application that allows users to adjust the seating. British adventurer Bear Grylls is helping to show off the effortless experience of the innovative feature with a sky diving stunt captured on video ([see story](#)).

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