

BLOG

Top 5 brand moments from last week

September 19, 2016



Campaign image from Kenzo's "The Realest Real"

By STAFF REPORTS

Challenging conceptions has taken hold of luxury brand marketing.

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So much about the industry is changing, from consumers' shying away from diamond engagement rings to questions of the purpose of a runway presentation in a climate ripe with social media sneak peeks. Luxury brands are experts at calling to the past for inspiration, but maintaining relevancy for yesterday, today and tomorrow's consumers.

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



Resee.com pop-up in Barneys New York

As fashion month begins and the latest collections appear on the runway, department store chain Barneys New York is paying homage to earlier designs.

The retailer is hosting a month-long pop-up by Paris-based vintage and secondhand luxury ecommerce Resee.com in its Madison Avenue flagship, allowing Barneys shoppers to peruse pieces from iconic collections dating to the 1970s or 90s. This temporary shop in shop, opened Sept. 6, reflects the mix and match way in which affluent and style conscious shoppers are buying ([see story](#)).



Image from Faberg's #SayYesInColor

Russian jeweler Faberg is prompting consumers to look beyond diamonds for their engagement rings with a colorful digital campaign.

The brand's #SayYesInColour film tells color coordinated stories of proposals to showcase the brand's emerald, ruby and sapphire engagement ring collection. While still an unconventional choice, depicting the women's enthusiastic responses may help convince consumers to consider a colored stone ([see story](#)).



Cecilia Brkhus for Georg Jensen

Danish design house Georg Jensen is celebrating female pioneers in a global campaign with a message of empowerment and individuality.

Opting for role models over professional models, the jeweler is profiling five women who forged their own path to success, overcoming obstacles along the way by staying true to themselves. With half of Georg Jensen's senior management female, including its recently hired CEO, this campaign reflects the brand's own leadership ([see story](#)).



Campaign image from Kenzo's "The Realest Real"

French fashion house Kenzo is reflecting on the boundaries and connections created by social media in a campaign that favors content over commerce.

The brand tapped indie filmmaker Carrie Brownstein to direct a video featuring its fall/winter 2016 collection, the result of which is a star-studded take on the relationships developed between celebrities and their fans online. With a relatable theme and an outlandish narrative, Kenzo's social video may find an audience outside of its own followers ([see story](#)).



Promotional image for Ralph Lauren's September 2016 presentation

U.S. fashion label Ralph Lauren took over an entire city block to debut its runway-to-retail concept as see-now, buy-now takes hold of New York Fashion Week.

On the evening of Sept. 14, Ralph Lauren debuted its latest Ralph Lauren Collection along Madison Avenue, which was closed to traffic for the occasion. The stretch of retail high street that hosted the women's ready-to-wear collection is home to the Ralph Lauren Collection flagship boutique found at 888 Madison Avenue between 71st and 72nd Streets ([see story](#)).

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