

BLOG

## Top 5 brand moments from last week

October 3, 2016



*Video still from Audi's "Duel"*

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By STAFF REPORTS

Video and brand experiences are still proving to be leaders in luxury marketing.

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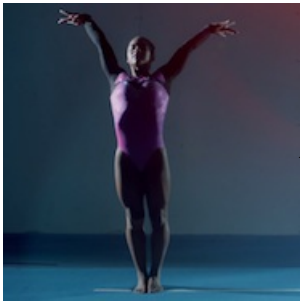
Online video is attracting viewers on mobile devices and on desktop, ranging from comedic to artful experiences. Many of these videos are linked to popular culture references and in-person brand experiences from last week, with lots of content coming from Audi.



*Video still from Audi's "Duel"*

Ahead of the first U.S. presidential debate on Sept. 26, Audi USA added to the political chatter with a satirical commercial.

"Duel" tells the story of a brawl between two valets in reverse, leaving the viewer unsure of the root of their animosity until the end. With the race to the White House heating up, this comical take on the battle between two headstrong candidates is poised to make an impression ([see story](#)).



Audi's other video campaign was presented as an online art gallery to celebrate the things

in life that are impossible to define.

LVMH-owned editorial site Nowness exclusively shares quality video, focusing on art and culture, with a small portion dedicated to sponsorship that fits in seamlessly with its overall content. Audi's current #Untaggable campaign on the media portal highlights various individuals in their own respective fields in the arts ([see more](#)).



*Behind-the-scenes of Lottie Moss' Bulgari campaign shoot*

Italian jeweler Bulgari kept it all in the family, selecting fragrance face Kate Moss' younger sister as the ambassador of its latest accessories collection.

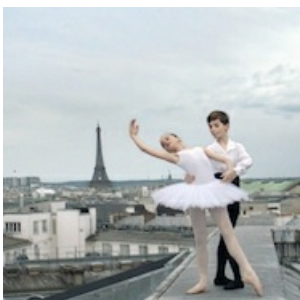
Charlotte Moss, who goes by Lottie, is an 18-year-old who has already been noticed by the fashion community, appearing on a cover of Paris Vogue earlier this year and booking a Calvin Klein Jeans campaign. As a form of fashion royalty, the relatives of some famous faces have been seeing their own stars rise thanks to a shared gene pool ([see story](#)).



*Berluti's Women's Capsule Collection*

French menswear brand Berluti showed it knows what girls want with the debut of its first women's capsule collection.

Gender-neutral and unisex dressing has grown in popularity recently, and historically, a number of fashion houses have been known to borrow masculine codes for designing women's apparel. For Berluti, it is likely that female consumers have shopped its dress shirts and bespoke shoes for themselves, rather than the intended male, at one time, or another ([see story](#)).



*Still from Paris' tourism film by Jalil Lespert*

Paris is looking to increase its tourism numbers with a promotional film that tours the multifaceted city through the eyes of locals and visitors.

Starting this week, the film will be screened in Galeries Lafayette stores in Paris, Berlin and Beijing, as well as on Air France flights and screens in international cities. Following fatal terror attacks in November, Paris' influx of tourists has dwindled, but the city's government and key business players invested 2 million euro, or about \$2.250 million, into a recovery plan ([see story](#)).

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