

BLOG

Top 5 brand moments from last week

October 10, 2016



Image courtesy of Tamara Mellon

By STAFF REPORTS

Authenticity was top-of-mind, as brands eschewed professional models for "real" subjects.

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Whether it was a label pulling user-generated content for an advertising campaign or a magazine turning the camera on women who may not be a sample size, brands celebrated reality over fiction. Elsewhere, a brand got a fresh start and marketers found ways to deliver service via mobile.

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



Bentley is teaming up with Filld

British automaker Bentley Motors is making headway within luxury automotive lifestyles through an on-demand gas delivery service.

While other luxury vehicle manufacturers are focusing on being the leader in technology, competing for autonomous capability, Bentley is focusing on making everyday tasks for the consumer more upscale. Bentley owners can now enroll in a program with gas delivery service Filld, operated through a mobile application that automatically delivers gas when needed ([see story](#)).



British Vogue's November 2016 cover

Cond Nast's British Vogue is getting real by having everyday women grace its fashion and editorial pages rather than models in its November issue.

Dubbed the "Real Issue," British Vogue's theme for its November edition was conceptualized by its editor Alexandra Shulman in the spring. The idea came to Ms. Shulman after the publication found it challenging to dress actors in high-fashion garb intended for sample-size models ([see story](#)).

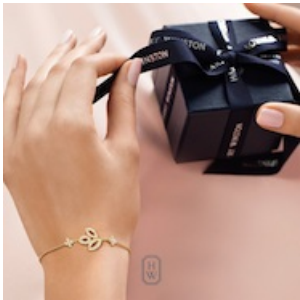


Image from Harry Winston's Like2Buy feed

U.S. jeweler Harry Winston is making a connection between its Instagram content and its physical points of sale through a shoppable feed.

The brand, which does not offer ecommerce, is leveraging Curalate's Like2Buy platform to drive in-store appointments and product exploration instead of online purchases. Brands' Instagram audiences tend to be the most engaged, making this initiative a means to connect the brand's digital followers with its frontline staff ([see story](#)).

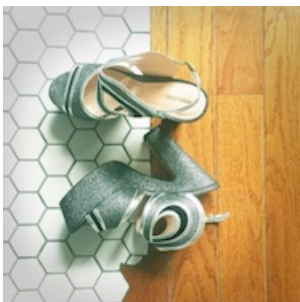


Image from Nicholas Kirkwood's fall/winter 2016 campaign

LVMH-owned footwear label Nicholas Kirkwood is putting the spotlight on its fans for its fall/winter 2016 campaign.

The brand's eponymous designer cast the effort by looking at his favorite posts tagged #MyKirkwoods, asking the consumer photographers to shoot themselves in his latest collection. User-generated content is becoming more popularly tapped by brands looking to showcase an authentic, personal view of their products ([see story](#)).



Tamara Mellon teaser

Footwear label Tamara Mellon is finally reappearing on the scene with a major brand relaunch to initiate its comeback following bankruptcy.

The brand is coming back after a brief hiatus and a file for chapter 11 bankruptcy, after what the label's eponymous founder described as being too ahead of the times. Tamara Mellon's new campaign is focusing on affordability and ready-to-wear fashion for a trendy-yet-practical business model ([see story](#)).

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