

BLOG

## Top 5 brand moments from last week

October 31, 2016



*Kenzo x H&M Emotikenzo app*

By STAFF REPORTS

Translating brand ethos into accessible takeaways has increased among luxury marketers.

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From educational programs on sustainability profit and loss methods to the simple format of a coffee table book, luxury brands look to continue the conversation into consumers homes, closets, peer-to-peer messaging and even consciousness. These strategies allow a luxury brand to make an impact through sharable touch points, all while expressing their core DNA.

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



*Barneys "OurTown" campaign*

Department store chain Barneys New York is celebrating the timeline of its almost century-long business through its print debut.

"Barneys New York," published by Rizzoli, looks at the retailer's impact on the city of New York and the fashion industry through a mix of photographs and quotes from famous fans of its stores. For Barneys, this first tome offers a chance to educate consumers on its heritage and brand story in a long-form medium.

Barneys New York's tome was edited by Interview magazine's Christopher Bollen, with an introduction by David Kamp, a contributing editor at Vanity Fair.

The visual structure of the 300-page book was designed by Sagmeister & Walsh. Included in the pages will be

campaigns, advertisements, merchandising displays, events and window designs ([see story](#)).



*Kenzo x H&M Emotikenzo app*

Parisian fashion label Kenzo is speaking to consumers in vibrant and playful emojis ahead of its H&M collaboration hitting stores next month.

The Kenzo x H&M collection, designed jointly by Carol Lim and Humberto Leon, goes on sale Nov. 3. The upcoming collection launch has caused much anticipation given the label's quirky aesthetic, expansive fan base and the demand seen for previous H&M collaborators such as Balmain in 2015.

The custom messaging app includes a bevy of Kenzo x H&M-themed emojis, dubbed Emotikenzo, to brighten peer-to-peer communication in a memorable way.

The Emotikenzo app opens with a floral background, a print seen in the Kenzo x H&M collection, and menu options to learn about the collaboration, an app installment tutorial and an option to change the language. There is also a prompt to download the H&M app to encourage mobile commerce ([see story](#)).



*Stella McCartney sustainable fabrics*

French luxury conglomerate Kering Group and Parsons School of Design are collaborating on a new course to measure the environmental impact of designs.

Consumers are now more aware and shop according to their conscious, opting for products that are produced by transparent, ethical and trustworthy brands. Kering Group has been at the forefront of luxury brand sustainability projects, ensuring that those in its stable are meeting consumer expectations for goods as well as employee treatment.

Kering and Parsons' new addition to the curriculum will measure the sustainability impact of designs made during the class. To do so, Parsons students will use the My EP&L app.

The app highlights four product categories: jackets, shoes, handbags and rings. The user then selects the raw materials used, where it was sourced and manufactured ([see story](#)).



*Gigi Hadid for Stuart Weitzman*

Footwear label Stuart Weitzman is heading into the boxing ring with It-girl model Gigi Hadid to debut a collaborative

style.

To launch the brand's heeled combat bootie developed alongside the model, Stuart Weitzman added additional celebrity talent, tapping James Franco to direct a short film. With models gaining influence, design partnerships such as this one enable brands to reach new fashion forward audiences.

Ms. Hadid has a standing relationship with Stuart Weitzman, having appeared in the brand's fall and spring advertising campaigns this year.

Now, the model is taking on a new role within Stuart Weitzman designer. Her hiker-style Gigi boot reflects her simultaneous glamour and street style edge ([see story](#)).



*Mo Coppoletta working on the Furious Eagle print*

British menswear label Turnbull & Asser has teamed with a family-run tattoo parlor to present consumers with a bold and unexpected accessory collection.

For its "Project Furious Eagle," Turnbull & Asser recruited tattoo artist Mo Coppoletta to design an exclusive print to be featured on the menswear maker's pocket squares. The limited-edition silk print uses traditional tattoo artistry to celebrate Turnbull & Asser and Mr. Coppoletta's shared British heritage in an unanticipated way.

In a 90-second film, Mr. Gomilsek-Cole is seen entering The Family Business to sit down with Mr. Coppoletta to discuss their joint collaboration. During the video, the viewer learns that through brainstorming sessions and looks back into the archives, Mr. Coppoletta took propaganda from the Soviet Era and WWI and modernized the illustrations.

While they chat, Mr. Gomilsek-Cole explains the similarities between designing a pocket square and tattooing, both of which rely on storytelling through imagery ([see story](#)).

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