

BLOG

Top 5 brand moments from last week

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Still from "The Tale of Thomas Burberry"; image courtesy of Burberry

By STAFF REPORTS

The holiday season is in full swing, with festive campaigns that balanced entertainment with emotional appeal.

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From films that rival cinematic movie trailers to efforts that put customers first, brands are looking to inspire loyalty and desire among gift givers. Elsewhere, brands challenged preconceived notions and planned experiential events for a privileged few.

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



Campaign image from "The Tale of Thomas Burberry"; image courtesy of Burberry

British fashion house Burberry is getting consumers in the holiday spirit by telling a dramatized story of its founder and the key moments in time that shaped its brand.

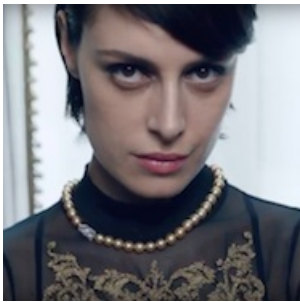
"The Tale of Thomas Burberry" is a three-minute trailer for an imagined full-length film, directed by Academy Award winner Asif Kapadia and written by Academy Award nominee Matt Charman. Rather than aligning with traditional holiday themes, Burberry's film instead looks to create an emotional appeal for its gifting collection with themes of love, adventure, dreams and tradition ([see story](#)).



Image courtesy of Louis XIII

Cognac-maker Louis XIII de Rmy Martin is demonstrating craftsmanship and savoir-faire during an experiential tasting 52 stories above the streets of New York.

Organized jointly by the cognac brand and Four Seasons Hotel New York, the Louis XIII Experience launches on Nov. 13 and is reserved only for guests who book the hotel's Royal Suite, or the "crown jewel" of the property, the bespoke Ty Warner Penthouse. Experiential travel is on-trend, and hospitality brands are continuously searching for unique, one-off ways to capture affluent consumers' attention, especially those who are not restricted by cost ([see story](#)).



Video still from Mikimoto's "Explore the Original" campaign

Japanese jeweler Mikimoto is setting out to prove that pearls can defy convention with a digital campaign.

"Explore the Original" looks to show that pearls can pair with more than conservative attire, profiling three women who have an edge. Mikimoto has been working to change the perceived stuffiness of pearls, whether bringing them into women's everyday wardrobes or highlighting their appeal for the modern woman ([see story](#)).



Portraits from "Love, Nordstrom" campaign

Department store chain Nordstrom is showcasing the relationship it shares with its customers in a thankful holiday effort.

"Love, Nordstrom," launched Nov. 1 in the United States and Canada, turns the lens on more than 30 of its real customers, celebrating their personal style. As an increasing percentage of shopping moves online, pausing to celebrate the bond between store employee and customer may help to maintain the personal element of retail ([see story](#)).



Volvo's S90 sedan

Swedish automaker Volvo is looking to make inroads with the affluent Chinese consumer with a new model designed with the chauffeured businessman in mind.

The S90 Excellence sedan has no front passenger seat, replacing it with a Lounge Console that allows a passenger riding in the back seat to relax. With this model, Volvo is creating new competition for luxury automakers who cater to the driven rather than drivers, such as Bentley and Rolls-Royce ([see story](#)).

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