

BLOG

Top 5 brand moments from last week

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Image from Harvey Nichols' "Britalia" campaign

By STAFF REPORT'S

Luxury brands are continuously keeping in-step with their global consumer base by enhancing in-store capabilities or curating international street style guides geared for a discerning audience.

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Today's affluent consumer is a true global citizen, and luxury brands have had to evolve to account for their jetsetting ways. This has been achieved through region-based mobile payment adaptations, lively global fashion features, cultural appreciation, art and efforts of empowerment.

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



Image from Harvey Nichols' "Britalia" campaign

British department store chain Harvey Nichols is paying homage to the culture, fashion, food and lifestyle of Italy with a festive campaign that looks beyond traditional holiday themes.

The retailer's "Britalia" campaign, supported by the Italian Ministry of Economic Development and the Italian Trade Agency, spans digital content, in-store events, product edits and window displays. For Harvey Nichols, curating this whimsical Italian celebration may help differentiate it from other stores during this important shopping season ([see story](#)).



Kendall Jenner for La Perla spring/summer 2017

Italian apparel and accessories brand La Perla demonstrated its understanding of the female form as it launches its first ready-to-wear collection campaign for spring/summer 2017.

La Perla's latest collection is the first to be designed by Julia Haart, appointed creative director in August, and is described as an interpretation of female liberation that embrace the body. As a female designer, Ms. Haart shares the values of La Perla's founder Ada Masotti who in 1954 opened a "lingerie laboratory" in Bologna to design lingerie that would make women feel sensual, beautiful and comfortable with themselves.

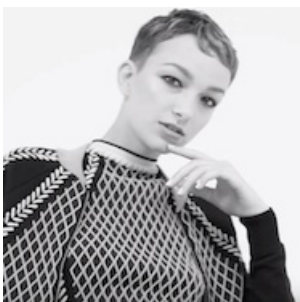
Working with American photographer Steven Klein and art director Fabien Baron, La Perla's design concept is brought to life by the inclusion of shattered glass, a bra bursting into flames and an antiquated constrictive corset, a nod to Ms. Masotti's beginnings ([see story](#)).



Image courtesy of Printemps

French department store Printemps is bringing mobile pay into France's luxury retail sector by introducing Alipay in stores, which will work to entice Chinese consumers to shop its bricks-and-mortar locations. French department store Printemps is bringing mobile pay into France's luxury retail sector by introducing Alipay in store

A significant portion of France's shoppers is made up of Chinese consumers who often spend throughout Europe, where it is cheaper for them. Printemps is hoping to corner that market by offering a mobile pay service already popularized in China ([see story](#)).



Versace's The World is my Beat campaign

Italian fashion house Versace is putting a spotlight on street style from around the globe for its The World is My Beat campaign.

Versace is bringing street style to the studio with a series of videos, photographs and campaign content that pulls trends from the streets of varying cities. The fashion house has created a guide to street style in the most interesting fashion-forward cities but focusing on Versace pieces.

The World is My Beat is a campaign from Versace that hopes to convey an image of a jetsetter and world traveler. Versace is essentially taking at-home consumers to tour its fashion from around the world with the online campaign ([see story](#)).



Zegna's Adam bespoke shoe

Italian fashion label Ermenegildo Zegna is marking the reopening of its London flagship store feet first.

After about 20 months of renovations, the brand's store on New Bond Street has revealed its updated, expanded look courtesy of Peter Marino. To commemorate this milestone, Zegna has launched its first-ever bespoke footwear collection, which boasts a hybrid British and Italian appeal.

Within this new store, Zegna is launching a new bespoke service. Available exclusively at the London boutique, the capsule collection includes nine styles based on the friends of newly installed creative director Alessandro Sartori.

Mr. Sartori joined Zegna in June from Berluti, the LVMH-owned menswear label well-known for its bespoke footwear ([see story](#)).

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