

BLOG

## Top 5 brand moments from last week

November 21, 2016



Still from Spike Lee's "Brave" for Moncler

By STAFF REPORTS

Luxury retailers catered to VIP clientele and reached out to aspirational audiences through partnerships.

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Whether establishing a traveling lounge or launching a shop-in-shop from a partner in the digital space, the focus was on service. Elsewhere, a brand marked the milestone of entering the United States while another turned virtual reality into a social affair.

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



Music Box Theatre

Department store chain Bloomingdale's is heading to Broadway with an interior design renovation in honor of new musical "Dear Evan Hansen."

Prior to the show's premiere on Broadway on Nov. 14 at the Music Box Theatre, Bloomingdale's has transformed the Al Green room into the Blue Room, taking cues from the play's signature color. Open from Nov. 4 and up through the duration of the show's run, this space will give the retailer a presence among the cast, crew and their guests ([see story](#)).



*Fendi's traveling VIP Happy Room*

LVMH-owned Italian fashion house Fendi has designed a "Happy Room" with architect Cristina Celestino ahead of next month's Design Miami.

After its unveiling in December, Fendi's Happy Room will serve as the brand's traveling VIP dressing room, a first for the house, where it will host trunk shows and personal appointments. For the design of the Happy Room, Ms. Celestino found inspiration from Fendi's house codes, ensuring that the project is a true representation of the brand ([see story](#)).



*Image courtesy of Jaguar*

British automaker Jaguar took a fittingly high-tech approach to give consumers a first look at its debut electric vehicle. Before the brand's I-Pace Concept premieres at the Los Angeles Auto Show on Nov. 16, Jaguar hosted a live, connected virtual reality experience in both London and Los Angeles. With only one physical concept car created, this initiative enabled Jaguar to share its reveal with a larger audience in multiple markets ([see story](#)).

Outerwear label Moncler is marking the debut of its first flagship store in the United States with a tribute to its newest hometown of New York.

For the occasion, Moncler teamed up with local designer Thom Browne, New York-based filmmaker Spike Lee and a bevy of influencers to honor the Big Apple and its residents. This multichannel project allows Moncler to prove its affinity for its new community ([see story](#)).



Department store chain Neiman Marcus is looking to draw millennial shoppers in-store by offering designer fashions to both rent and purchase.

Rent the Runway has set up a store with the retailer's San Francisco location, which includes high-tech customer service features and styling help. Aiming to disrupt retail, this collaboration is meant to introduce a new generation of customers to Neiman Marcus while also appealing to consumers' mixed shopping habits ([see story](#)).

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