

BLOG

Top 5 brand moments from last week

December 19, 2016



The Esquire Guide to Grooming pop-up was hosted on Snapchat

By STAFF REPORTS

Luxury houses retold brand narratives, inspired stylish gifting and went on an olfactory journey, all through digital marketing.

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Recently, marketers have primarily focused on the digital space with efforts taking advantage of the interactions allotted by Snapchat, virtual reality and video content housed on Instagram and YouTube. Despite digital marketing's importance and usefulness to spurring awareness among consumers, employees remain a brand's best advocates.

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



Barneys' creative ambassador-at-large Simon Doonan

Retailer Barneys New York captured the anticipation and joy of giving and receiving a great gift through a stylish version of Secret Santa.

For #BarneysUnwrapped, the retailer turned to its fashion and entertainment friends to hold a gift swap, a holiday tradition that for some is full of anxiety as they determine a gift for a hard-to-shop-for loved one or peer. From Dec. 15 through Dec. 22, the retailer will share #BarneysUnwrapped videos on its Instagram account ([see story](#)).

Hearst-owned men's lifestyle publication Esquire took the concept of a pop-up to the digital realm with a 48-hour

Snapchat Discover experience.

The magazine's "The Esquire Guide to Grooming" launched Friday, Dec. 9 at 6 a.m. and extended into Sunday, Dec. 11, playing into the idea of a temporary shop by embracing Snapchat's disappearing content. The Esquire Guide to Grooming featured need-to-know grooming tips for the millennial male as peak holiday party season begins ([see story](#)).



Image courtesy of Kering Group

French luxury conglomerate Kering Group is furthering its advocacy for women's rights with the introduction of a parental leave policy for all employees globally.

The length of maternity leave, and whether the period away from work is paid, fully or at a lower salary, has become a passionate issue for many women and their partners. With no true workplace standard and a lack of government mandates in many countries, companies with policies that support employees' desires to have children will be better received than those who do not implement leave programs ([see story](#)).



Prada's virtual reality experience PRADAxPRADA

Italian fashion house Prada is further traversing the fluid identities of La Femme et L'Homme fragrances in a virtual reality application.

Surrounding its new fragrance launch, La Femme Prada for women and L'Homme Prada for men, Prada developed a marketing concept that features multiple women and men, but who are shown to have interchangeable identities. The campaign works to show that La Femme Prada and L'Homme Prada characterize the Italian fashion house's consumers into a bundle of total brand identity ([see story](#)).



Video still from Rolls-Royce's "The Spirit of Ecstasy"

British automaker Rolls-Royce is giving voice to a typically silent muse as it traces her influence throughout its 105-year history.

The first episode of the film series "The House of Rolls-Royce" centers on the Spirit of Ecstasy, the sculpture that sits on the prow of all of its cars, guiding both the driver and the vehicle's creators. In this short, actress Kate Winslet narrates, bringing to life this iconic figure in Rolls-Royce heritage ([see story](#)).

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