

BLOG

## Top 5 brand moments from last week

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*Sotheby's Value of Art video series*

By STAFF REPORTS

Luxury brands closed out the final days of 2016 with a focus on transparency.

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As consumers become more conscious and the ability to dispense knowledge of brand ethos and process become more readily available through digital advancements, transparency efforts will continue. Sharing tradition is another form of transparency, that allows enthusiasts to gain a better understanding of their preferred brand through marketing.

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



*Cate Blanchett for Amani Beauty's S fragrance*

Italian fashion house Giorgio Armani shared what it will say "S" to in 2017 through a social activation tied to its S women's fragrance.

The premise for the marketing efforts created for S are rooted in encouraging women to say yes to challenges and new adventures while finding inspiration in their peers. Pushing this particular at the end of 2016 is timely, as many of Armani's consumers will be pondering resolutions and things they wish to change in the year ahead ([see story](#)).



*Glenmorangie's Grand Vintage Malt 1990*

LVMH-owned Scotch whisky maker Glenmorangie looked back on a pivotal year in its history through a vintage malt.

Grand Vintage Malt 1990, the first in the brand's Bond House No. 1 series, honors a year of change and accomplishment for the house. This collection is expected to appeal to both collectors and whisky connoisseurs, allowing Glenmorangie to highlight some of its most memorable moments ([see story](#)).

Sotheby's is putting a price tag on art and showing fans how it is done with a look behind the scenes of the auction house's financial services operations.

In a new online video series, the art curator is sharing insight on how its financial advisors price out art. Delving into its criteria on how it evaluates each piece, the 10-episode series concentrates on each of the 10 standards individually ([see story](#)).



*Image from Tiffany's "Journey of a Diamond"*

Jeweler Tiffany & Co. is enlightening consumers on how its diamonds make their way into its blue boxes by charting the stones' path from the time they are unearthed.

Tiffany's short film, "Journey of a Tiffany Diamond," travels with the gem stones as they undergo both careful refinement and an arduous selection process before being set into the brand's jewelry. Consumers are increasingly concerned that the businesses they support take responsibility for both people and the planet, making opening up operations in this manner a way to create additional appeal for a particular label ([see story](#)).



Crystal maker Waterford is leveraging its star placement in the Times Square celebrations on Dec. 31 to unite a global audience.

This year's Waterford Times Square New Year's Eve Ball is themed "Gift of Kindness," marking the fourth in the brand's decade-long "Greatest Gifts" series. In honor of this benevolent concept, Waterford presented nonprofit organization and event partner Global Citizen with a "Gift of Kindness" award ([see story](#)).

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