

BLOG

Top 5 brand moments from last week

January 9, 2017



Image courtesy of de Grisogono

By STAFF REPORTS

The start of 2017 began with a variety of interesting initiatives from luxury brands.

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As the content creation market becomes over-crowded, brands are leveraging interactive campaigns to make a big impression. 2017 was kicked off with a variety of interactive and unique campaigns that put consumers' interests first.

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



Chaumet's virtual gallery

French jeweler Chaumet opened up its ephemeral museum to a larger audience with the introduction of a virtual gallery space.

Chaumet's 12 Bis microsite launched with a digital recreation of the house's recent "Une ducation Sentimentale" exhibit that ran from February to September last year, allowing visitors to step inside the gallery of artifacts and art regardless of their location. Museum exhibits afford brands an opportunity to educate attendees on their history, but the reach of these displays is often limited, making digital extensions such as Chaumet's a means to increase the impact of this effort ([see story](#)).

Swiss jeweler de Grisogono put together an interactive guide to St. Moritz for the ultimate alpine get-together experience.

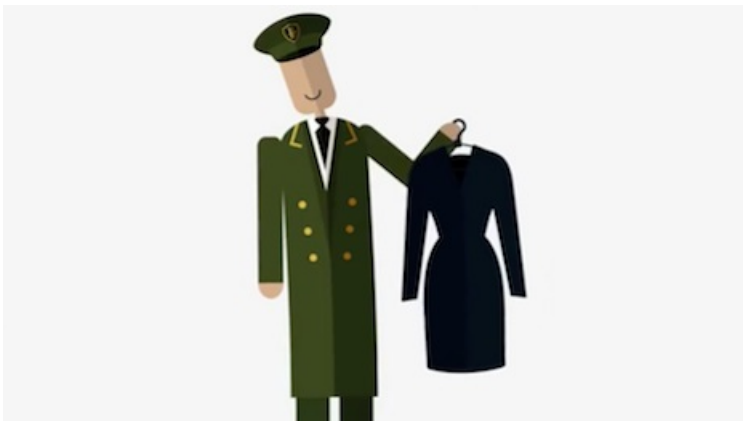
Each winter season, de Grisogono celebrates its Swiss heritage by heading to the Alps during prime ski conditions. At the center of its Swiss Alps-themed venture is de Grisogono's Black Book, a print travel guide dedicated to a location particularly popular for winter activities such as apres ski ([see story](#)).



Image courtesy of DFS

LVMH-owned travel retailer DFS Group created a space for discovery and participation with the opening The Whiskey House in Hong Kong International Airport.

Within the experiential store, conceived in collaboration with family-owned distiller William Grant & Sons, consumers are able to peruse 250 whiskies from 50 different brands, as well as take part in a calendar of events that includes weekly tastings. Airports often draw a captive audience of travelers, and the Whiskey House is positioned as more than a place to buy ([see story](#)).



Harrods' Mobile Store Guide, animated still

British department store Harrods used geolocation to make shopping its many floors and halls easier for visiting consumers.

Harrods updated its mobile application to include a Store Guide function. The app update comes at a time when consumers are using their mobile devices in-store at a higher rate to achieve an omnichannel experience ([see story](#)).



Promotional image for Louis Vuitton's #MakeAPromise campaign

French apparel and accessories house Louis Vuitton renewed its pledge to children's charity UNICEF by getting its global store network involved in the cause.

The inaugural #MakeAPromise Day on Jan. 12 is an extension of the brand's three-year partnership with the organization, transforming its 12,000 client advisors into advocates for the initiative. Since linking with UNICEF last January, the label has raised \$2.5 million, aiding the nonprofit's work improving the lives of some of the youngest Syrians and Nigerians ([see story](#)).

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