

BLOG

Top 5 brand moments from last week

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Loewe fall/winter 2017

By STAFF REPORTS

With spring and summer collections coming out, luxury brands are leaning on creativity for their campaigns to stand out.

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Brands having been closing in on on-site strategies that make consumers a part of their campaigns, while others are celebrating timing with special collections and social posts. Anniversaries, holidays and celebrations are key for these brands in connecting to consumers.

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



Image from Caruso's The Good Italian III

Italian menswear label Caruso explored the enchantment of Naples through the beloved art form of song.

As with the first two episodes, the third installment captures the lifestyle of the over-the-top character the Prince of Soragna, who shares his Neapolitan heritage to help inspire his companions. For Caruso, this film offers an opportunity to explore a specific aspect of its heritage in a format that leads with entertainment over advertisement ([see story](#)).



The Dalmore 50 Year Old presentation case

Scottish distillery The Dalmore released a special 50-year old whisky to celebrate an anniversary of the same age for its master distiller, along with a video to show consumers how it was done.

To continue with the theme of 50, The Dalmore 50 Year Old is priced at 50,000, or roughly \$53,202 at current exchange. The special whisky celebrates the 50th anniversary of master distiller Richard Patterson's work in the industry ([see story](#)).

Spanish leather goods and apparel maker Loewe continued its out of home advertising approach on the streets of Paris for men's fall/winter 2017.

Through Jan. 19-25, Loewe placed its ads on Paris' green news kiosks, ensuring that passersby, regardless of demographic, are exposed to its latest menswear campaign. The out of home campaign includes three photographs, two of products and a third still life, shot by Steven Meisel ([see story](#)).



Ferragamo spring/summer 2017

Italian fashion and footwear brand Salvatore Ferragamo was "among friends" in a Mediterranean dreamscape for spring/summer 2017.

Ferragamo's Among Friends campaign features models Lily Aldridge, Andres Velencoso and McKenna Hellam and was photographed by Peter Lindbergh on location in Taormina, Sicily. The women's wear pieces seen in the spring/summer 2017 effort are from Fulvio Rigoni's first collection for Ferragamo after being named head of design of women's ready-to-wear ([see story](#)).



Ritz-Carlton, Haikou on China's Hainan Island

The Ritz-Carlton Hotel Company teed off with its first-ever golf resort on "the Hawaii of China."

Located on the "golfer's paradise" of Hainan Island, the Ritz-Carlton, Haikou recently opened and is situated on the world-class golf resort of Mission Hills. The Ritz-Carlton's first golf resort in China will have access to Mission Hills' 10 18-hole championship courses designed by the sport's most revered architects ([see story](#)).

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