

BLOG

Top 5 brand moments from last week

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Aquazzura's Mini collection

By STAFF REPORTS

Brands extended their offerings, whether making made-to-order more accessible or targeting a new age group.

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A label that caters to women is looking to serve its clients' daughters, while a brand that previously reserved its bespoke apparel for select clientele is opening it up to a wider audience. Elsewhere, storytelling took on new mediums in a customizable music video and an innovative projection.

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



Aquazzura's Mini collection

Florence-based footwear label Aquazzura is the latest brand to enter the booming children's wear market.

The brand's Mini collection recreates some of brand founder Edgardo Osorio's iconic designs for women in sizes for girls ranging from babies to about 9 years. This extension of Altuzzara's label into a new size category will introduce girls to its brand at an earlier age through their fashionista moms ([see story](#)).



B&O's Code the Wave video

Danish consumer electronics manufacturer Bang & Olufsen is weaving together consumers, music and technology in a new campaign that allows users to manipulate a music video in their own manner.

The interactive platform encourages users who know how to code to make their mark on a specially created music video in their own interpretations. An online platform, put on by Bang & Olufsen, allows users to create their own version of the music video, showing how technology can create art ([see story](#)).



BMW's 7 Series installation in Munich

German automaker BMW is showing off the superior creativity it takes to design its 7 Series model through an innovative installation that projects onto the vehicle itself.

With the idea of telling a story through a new kind of lens, BMW sought to show off the art and technological skill used to create the 7 Series. The installation projects the steps in the 7 Series' design process on the actual vehicle on display at the automaker's exhibition center BMW Welt in Munich ([see story](#)).



Calvin Klein By Appointment 1-14, 2017

PVH Corp.'s Calvin Klein is showing it is much more than jeans and underwear by opening its bespoke services up to general consumers, rather than reserving customization for celebrity friends of the brand.

For decades, Calvin Klein's New York atelier has been responsible for made-to-order pieces mostly seen on the red carpet during awards season. The decision to expand the bespoke consumer base comes as newly appointed chief

creative officer Raf Simons seeks to make his mark on the 49-year-old label, and quite possibly, restore its standing among its high-end peers ([see story](#)).



Image from Poltrona Frau's "Home Stories"

Italian furniture maker Poltrona Frau is focusing on the stories that happen around its designs in a series that zooms in on one realistic home.

Told in four parts, "Home Stories" weaves anecdotes about different members of one family, using its pieces as a set rather than the main character. Poltrona Frau made a conscious decision to make the home featured appear lived in and relatable, creating aspiration for its furniture in an environment that does not appear too staged or magazine-perfect ([see story](#)).

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