

BLOG

Top 5 brand moments from last week

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Image from F is for Fendi Instagram

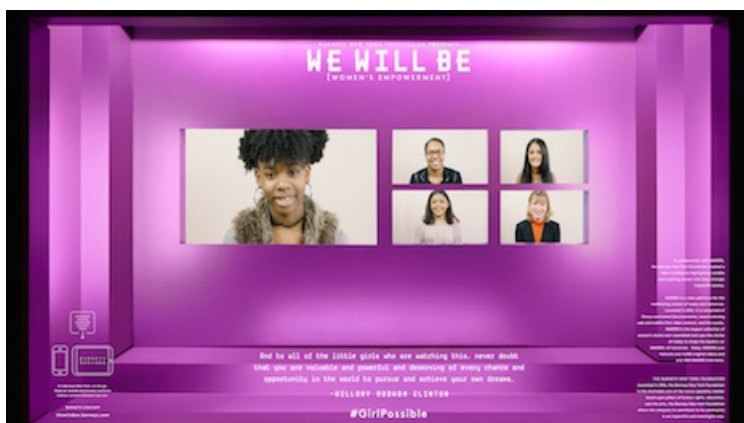
By STAFF REPORTS

As behavior and society evolves, brands must readily adapt to reach consumers by cause, interest and sentiment.

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Last week, luxury brands took artistic approaches to build large-scale awareness and others took to the streets to promote environmentally friendly practices. Others explored messages of women's empowerment and platonic relationships, while another summarized what it means to be a millennial consumer, without much of the common cliches and misperceptions.

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



Barneys' We Will Be campaign

Department store chain Barneys New York is calling on the likes of Hillary Rodham Clinton, Dame Helen Mirren and Gloria Steinem to celebrate female empowerment at a time when women's issues are a point of social and political contention.

Barneys' "We Will Be" project saw the creation of custom video content that will be screened in the windows of the department store's Madison Avenue flagship. The content, up since Feb. 3, highlights strong women in society and was developed in partnership with The Barneys New York Foundation, women's media and leadership platform

MAKERS and the High School of Fashion Industries in New York ([see story](#)).

LVMH-owned fashion house Fendi is courting a millennial audience through a dedicated digital platform that speaks to "freaks."

The brand's F is for Fendi microsite and accompanying social channels are presented as collectively owned vehicles for expression and exploration, with editorial content that covers everything from places to go to personalities. Fendi's outreach to this up-and-coming generation of luxury consumers taps into millennials' favor of experience over things, a message that may resonate more effectively than traditional fashion marketing ([see story](#)).



Courtesy of Colossal Wall + Gucci

Italy's Gucci is celebrating the almost-forgotten art form of hand-painted outdoor advertising with a mural in New York's SoHo neighborhood.

Painted over the course of six days by Colossal Media, the mural of San Francisco-based illustrator Jayde Fish's "Hermit" was completed Feb. 7. Gucci worked with the artist on the large-scale artwork to promote its women's spring/summer 2017 collection and to usher in New York Fashion Week Feb. 9-16 ([see story](#)).



Nina Ricci's Best Friends campaign

French fashion label Nina Ricci is catering its Valentine's Day campaign to those who would rather celebrate with friends to build upon its Nina & Luna fragrance effort.

To celebrate the growing idea of single being chic for Valentine's Day, the label's latest fragrance Luna is being promoted through campaigns that tie it together with its long-standing scent Nina. The campaign celebrates best friends by sharing a wide variety of content online that involves Instagram takeovers, emojis, social contests and GIFs ([see story](#)).



BMW i3

British department store chain Selfridges is inspiring consumers to be sustainable in aspects of their lives beyond its in-store merchandise through a collaboration with BMW.

As part of the retailer's larger "Buying Better, Inspiring Change" campaign, Selfridges has established a complimentary chauffeur service in BMW's electric i3. This driving service puts Selfridges one step closer to its goal of reducing carbon emissions by 15 percent by 2020 ([see story](#)).

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