

BLOG

## Top 5 brand moments from last week

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*The set of "Tall Tale"; image copyright Buena Vista Pictures Disney*

By STAFF REPORTS

Valentine's Day and Hollywood were two major themes seen from luxury brands, with cupid's holiday landing as red carpet season heats up.

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A multitude of brands and retailers leveraged video, in-store initiatives and online tactics to cater to consumers regarding these themes. Pop-up shops, exhibitions and video are tools proving to be a mainstay with luxury brand marketing.

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



*Inside Dior's atelier before its spring/summer 2017 show*

French couture house Christian Dior took consumers behind-the-scenes of its atelier, using documentary-style content to acquaint its community with its inner workings under newly installed creative director Maria Grazia Chiuri.

The label's online content hub DiorMag provided a closer look at the designer's debut couture collection, while Dior gave a camera crew access during the preparations for Ms. Chiuri's first runway show, with the resulting footage running as a two-part event on Britain's Channel 4. Letting consumers in during this transition period will help make the switch at the top more seamless ([see story](#)).

Swiss watchmaker Jaeger-LeCoultre provided an intimate look at some of cinema's most well-known faces through a public exhibition.

Ahead of the Academy Awards on Feb. 26, the brand is co-presenting "The Art of Behind the Scenes," which features candid photography shot on-set of movies, at the Los Angeles gallery KP Projects. The timing of this exhibit will reach consumers as Hollywood is top-of-mind ([see story](#)).



*Kinfolk x Lane Crawford exclusive tee*

Chinese department store chain Lane Crawford brought Brooklyn-cool to Hong Kong through a collaborative pop-up shop with Kinfolk.

Based in the Williamsburg section of Brooklyn, NY, Kinfolk is a boutique, nightclub and coffee shop all-in-one, with a cult following among locals. The collaboration with Lane Crawford will bring Kinfolk's "international sensibilities and world-class style" overseas for the first time as the brand looks to expand its bricks-and-mortar presence beyond the Wythe Corridor in Williamsburg ([see story](#)).



*Loewe's Madrid flowershop*

Spanish leather goods house Loewe created a guide to floral styling to demonstrate how expert craft can take many shapes.

In a series of three videos, Loewe shows its community how to design floral arrangements with texture, volume and bursts of color by using a wide range of flowers and greens. Similar to a traditional craftsmanship effort, displaying the skill and expertise needed will likely resonate with consumers to bring forth appreciation ([see story](#)).



*Photo by @Kat\_in\_nyc for Versace's All Love Is Love*

Italian fashion house Versace designed a customizable statement bracelet to celebrate the many forms of love this Valentine's Day.

Released as a limited-edition for the holiday, Versace's "All Love Is Love" bracelet is being promoted through a 45-

second video posted to YouTube and a shorter clip on the brand's Instagram. Increasingly, Valentine's Day marketing efforts have embraced the broad definition of love in contemporary campaigns to speak to consumers regardless of relationship status or sexual orientation ([see story](#)).

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