

NEWS BRIEFS

## Top 5 brand moments from last week

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Still from "Gabrielle, a rebel at heart"

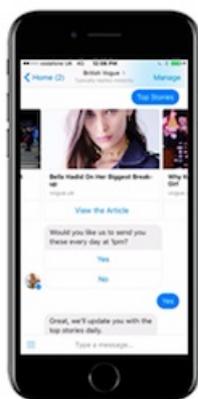
By STAFF REPORTS

Brand founders were given the film treatment, keeping their legacies top-of-mind.

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Educating fans on lesser-known facts about the personalities who turned into globally recognized brands, two houses honored their stories in new retrospectives. Elsewhere, companies courted innovations to remain relevant in today's increasingly digital world.

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



British Vogue is exhibiting the pervasiveness of chatbots on Facebook Messenger, as it launches its Messenger bot to personalize fashion news for fans.

Through the British Vogue official Facebook and Facebook Messenger account, users can interact with the bot to receive up-to-date information regarding fashion. The new chatbot hopes to make a more impactful impression on readers, as publishing becomes excessively overcrowded and consumers' attention spans get shorter ([see story](#)).

French fashion label Chanel is proving that its founder's progressive spirit still rings true today in its latest chapter of Inside Chanel.

"Gabrielle, a rebel at heart" is the first in a series of four films that will touch on the designer's rebellion, freedom, passion and allure. Along with this content, Gabrielle Chanel, known more commonly by her nickname Coco, is also being honored by the brand this year with the release of a handbag and fragrance inspired by her personality ([see story](#)).



*Virtual reality at LVMH's Luxury Lab during Viva Technology in 2016*

French conglomerate Mot Hennessy Louis Vuitton is seeking innovations that will help move the luxury industry forward with the creation of a prize for young businesses.

During the 2016 Viva Technology show taking place June 15-17 in Paris, the company will name the inaugural LVMH Innovation Award recipient. The prize is meant to open doors for startups, allowing the winner to break into the luxury industry through meetings with LVMH houses and other potential collaborators ([see story](#)).



British automaker McLaren is building a strong bond with fans through a new trailer for an upcoming film depicting the life of the brand's namesake founder.

Universal Studios' "McLaren" will be released in theaters later this year and tells the story of Bruce McLaren and how he changed the industry. The documentary is building a stronger bond with consumers by putting an emphasis on its brand history ([see story](#)).



*Rendering of the Quintessentially One superyacht*

Luxury concierge service provider Quintessentially Lifestyle is setting sail on its own floating members' club, the Quintessentially One super yacht.

When complete in 2019, the Quintessentially One will be the world's largest super yacht ever built. Unlike traditional cruising, where guests disembark to explore a location, Quintessentially One will dock at the world's most elite locations and people will become more interested in coming aboard ([see story](#)).

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