

BLOG

## Top 5 brand moments from last week

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*Sotheby's Masters of Surrealism exhibit, photo by Ian Gavan*

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By STAFF REPORTS

Technology eased consumer research as luxury brands prepped for major events.

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One label leveraged a chatbot to fill potential attendees in on the details, while another tapped virtual reality to place consumers at the scene. Elsewhere, a house gained a permanent place at a museum, while another opted for temporary stores to mark a milestone.

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



*Actor Dev Patel participates in Armani's upcoming film*

Italian apparel and accessories brand Giorgio Armani is hoping to make a dramatic impact with its third annual film project with the help of a special bot that goes beyond commerce.

Facebook Messenger bots have become increasingly popular in the luxury space. While many brands hope to leverage chatbots for retail initiatives such as driving sales and bookings, Armani is taking an opportunity to assist consumers interested in its "Films of City Frames" project to make a bigger impact ([see story](#)).



*The Palais Galliera*

French house Chanel is honoring its founder's impact on fashion in an enduring way.

Through Chanel's support, the Palais Galliera will create a permanent exhibition space dedicated to fashion history from the 18th century on. Slated to open late in 2019, this sponsorship will allow the museum to invite visitors throughout the entire year ([see story](#)).



*Dior's pop-up in Paris*

French fashion house Christian Dior is ushering in a new design era in dedicated bricks-and-mortar environments.

To launch the debut collection by its recently appointed artistic director Maria Grazia Chiuri, Dior is staging a series of pop-up boutiques, using the temporary store format to create a dedicated retail story around the apparel and accessories. Creative transitions often result in gradually updated store designs, but Dior's strategy enables the brand to make a more immediate statement ([see story](#)).



*The Rolls-Royce SRH*

British automaker Rolls-Royce is looking to ease stress for young patients with a pint-sized bespoke creation.

The brand is giving back to its local community, donating a toy vehicle to St Richard's Hospital Pediatric Day Surgery Unit in its hometown of Chichester, Britain. The custom motorized model is expected to help take children's minds off their upcoming operations by letting them drive themselves into the operating room ([see story](#)).



*Sotheby's Masters of Surrealism exhibit, photo by Ian Gavan*

Auctioneer Sotheby's has brought surrealist masterpieces to life by using virtual reality, further demonstrating technology's place in the art world.

Sotheby's created a 360-degree virtual reality film, viewable on YouTube and heightened through Google Cardboard, that brings viewers within the surrealist paintings included in its March 1 auction in London. Sotheby's Surrealist Art Evening Sale was held at 8 p.m. GMT/3 p.m. EST, wrapping up its Masters of Surrealism exhibit at the auction house's New Bond Street galleries ([see story](#)).

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