

BLOG

Top 5 brand moments from last week

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Image courtesy of The Modist; model wears a Mary Katrantzou maxi

By STAFF REPORTS

Luxury brands are evolving to meet consumer needs and changing mindsets.

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In retail, a curated ecommerce site catering to the increasing demand for high-end modest fashions launched, while the real estate viewing got a virtual update. Elsewhere, marketers looked to make an impression on consumers through long-term initiatives.

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



Breitling DC-3 plane

Swiss watchmaker Breitling will be selling a limited-edition line of watches that have physically toured the world to celebrate the 77th anniversary of its iconic DC-3 plane.

The Breitling DC-3 will be celebrating its milestone with a major tour around world from March to September 2017. The plane will be transporting the new timepieces so that customers can say their watches have been around the world ([see story](#)).

3D virtual tour example from immoviewer



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Real estate firm Engel & Vlkers North America will be the latest to tap virtual reality for homebuyers to view listings as real as it can get without stepping foot into the location of interest.

Engel & Vlkers is launching a North American-wide program that will see Google Cardboard viewers placed at each of its real estate offices, as well as cameras to record VR video. Interested homebuyers that do not have the time to visit a listing will be able to view VR videos right in the real estate office ([see story](#)).



Rendering of La Maison LVMH

Luxury conglomerate LVMH Mot Hennessy Louis Vuitton has unveiled its proposal for a cultural hub in Paris that will house performances, exhibitions and workshops.

La Maison LVMH/Arts Talents Patrimone complex, announced during a press conference on March 8, will be located in the former facilities of the Muse des Arts et Traditions Populaires in the city's 16th arrondissement. Expected to open in 2020 if all approvals are granted, the center is designed to be a space that upholds craftsmanship and creativity ([see story](#)).



Mercedes A-Class ad featured in "Grow up. Spend time with family."

German automaker Mercedes-Benz is putting a new spin on cliché advice with its "Grow Up" campaign that features five of its vehicles in five different narratives.

Each story under of the Grow Up moniker features a narrative that plays off an age-old line of advice that many

consumers will recognize and related to concept of growing up. The featurettes incorporate Mercedes vehicles into the story, keeping an underlining presence as part of the film, but without a full-blown advertisement ([see story](#)).

Online retailer The Modist is leveraging growing global demand for modest apparel by demonstrating that the \$484 billion market segment does not need to sacrifice high-end fashion to fit consumers' values.

Launched on International Women's Day March 8, The Modist is dedicated to providing women with contemporary and fashionable styles for those adhering to codes of modesty, whether the choice is based on age, faith, culture or ethnicity. The Modist also doubles as a fashion hub, offering curated looks and collections that allow consumers to express individuality via fashion, but remain true to their personal values ([see story](#)).

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