

BLOG

Top 5 brand moments from last week

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Zegna's master tailor at the Bespoke Atelier

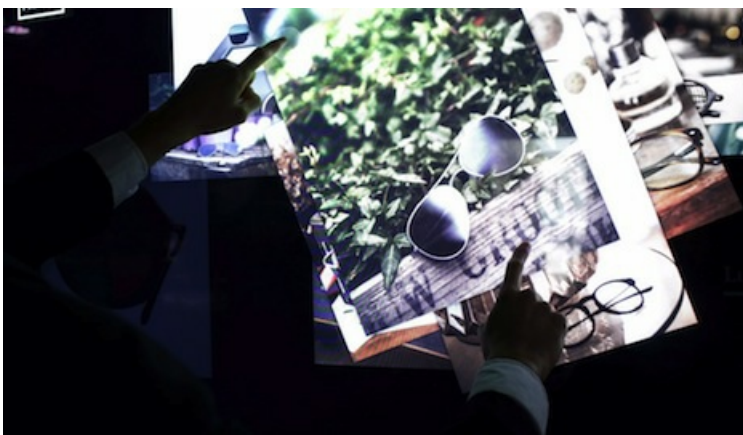
By STAFF REPORTS

Luxury marketing concepts developed to woo the youth market segment are turning more frequently toward branded events and technological touchpoints.

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Music and technology go hand-in-hand, quite literally, for millennial and Gen Z consumers, making brand placement at related events and on-site increasingly necessary to jump start communication. But, as luxury looks toward its future, the codes that serve as the sector's pillars are still worthwhile and enticing for discerning consumers.

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



Armani's installation at SXSW

The luxury sector is expanding its presence further into South by Southwest as young affluent consumers flock to the festival, with brands such as Armani and Neiman Marcus implementing their own unique activations.

As the South by Southwest festivals continue to grow in size and popularity, luxury brands hope to connect with the affluent customers who are willing to pay the high price to participate. A spinoff festival, an on-site fashion show and film screenings are just a few of the tools brands are wielding to participate in this year's SXSW ([see story](#)).



Exterior of Gucci Hub

Italian fashion house Gucci is inviting the contemporary electronic music scene to its newly opened headquarters for a festival.

On March 30, Gucci will open the doors to The Hub for #C2CMLN, a satellite event of the popular Club to Club Festival. Gucci has been leveraging its new aesthetic to speak to millennial consumers, a demographic that listens to EDM-style music more so than their older peers ([see story](#)).



Jenn-Air Connected Wall Oven controlled by Amazon's Alexa

Appliance maker Jenn-Air has added voice control capabilities to its wall ovens, furthering its promise to deliver a seamless cooking experience.

Announced at the Architectural Digest Design Show in New York March 16, Jenn-Air's user-friendly voice command feature will be powered by a "Skill" application for Amazon's AI device Alexa. Connected homes are the future, and introducing appliances that offer AI assistance and features will keep a brand's cutting-edge position ([see story](#)).



Superior Room at The Excelsior, Hong Kong

Mandarin Oriental's The Excelsior, Hong Kong is building up the audience for its newly launched WeChat account through social-specific perks.

Until May 31, those who sign up for updates through the property's WeChat will be able to input codes for complimentary upgrades or offers such as late checkout. When new to a particular social channel, it can benefit

brands to give consumers a reason to click follow ([see story](#)).

Italian menswear label Ermenegildo Zegna is strengthening its bond with its discerning male clientele through the launch of the Bespoke Atelier.

Zegna has offered made-to-measure services based on model forms since the 1970s, but never before has the brand enabled clients to design true bespoke pieces. Housed on the top floor of its Milanese flagship, Zegna's Bespoke Atelier will work with consumers to create one-off menswear for the ultimate expression of luxury service ([see story](#)).

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