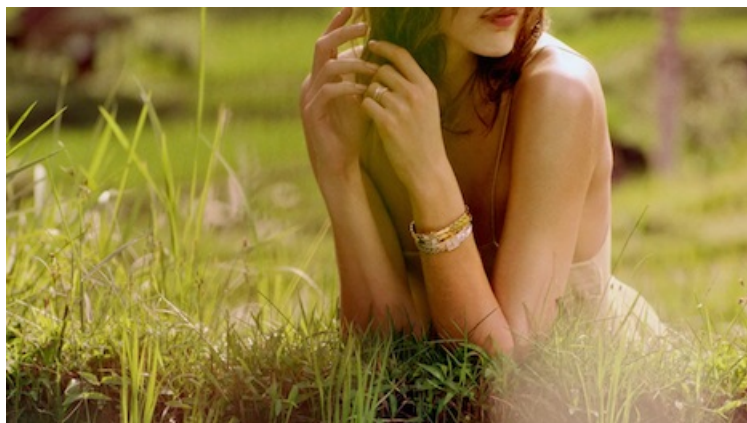


BLOG

Top 5 brand moments from last week

March 27, 2017



John Hardy's latest Modern Chain collection

By STAFF REPORTS

Luxury brands are turning to cross-cultural initiatives as the sector becomes increasingly globalized, as well as offering new products to celebrate the lives of some luxury visionaries.

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The European and U.S. luxury worlds mingled with Asia thanks to New York's Asia Week and Hong Kong's Art Basel. Additionally, luxury brands have launched exhibits, books and commemorative products in honor of some of the biggest names and brands in the industry.

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



Opening gala reception for Asia Week 2017

During the 10-day Asia Week event in New York, collectors spent a record \$423 million.

Each March, the nonprofit trade organization Asia Week New York Association organizes a celebration of Asian art, with galleries, auction houses, museums and cultural institutions hosting special events. Courtesy of international interest and with help from digital channels, sales beat their previous mark ([see story](#)).



Dior Homme x Sennheiser capsule collection

French fashion house Christian Dior's latest collaboration will be music to audiophile's ears.

Dior Homme has collaborated with consumer electronics maker Sennheiser on a capsule collection, which made its debut during Art Basel Hong Kong. Similar to a statement handbag, headphones have emerged as an accessory that speaks to a consumer's personal style, especially in major cities where streetwear has infiltrated luxury dressing ([see story](#)).



Martin Margiela designs for Herms

The six-year period when Belgian designer Martin Margiela served as French leather goods brand Herms' artistic director is the subject of a new tome and museum exhibition in Antwerp.

The authorized book, titled "Martin Margiela, The Herms Years," chronicles Mr. Margiela's time as the lead designer of Herms' women's ready-to-wear collections between 1997 and 2003. During his time with the brand, Mr. Margiela designed a dozen consecutive collections for Herms while also maintaining his namesake brand, Maison Martin Margiela ([see story](#)).



Jean Paul Gaultier coins for the Monnaie de Paris

French fashion label Jean Paul Gaultier is celebrating its heritage through couture coins.

Jean Paul Gaultier worked with Monnaie de Paris on a series of coins bearing hallmarks of his aesthetic. These limited-edition collector's items are an accessible way for fans of the brand to take home a piece of the label ([see](#)

story).

Jeweler John Hardy is creating a seamless shopping experience for consumers by leveraging the innovative toolkit found in today's retail landscape.

John Hardy has entered a partnership with ecommerce mobile application [Hero](#), which allows online shoppers to connect with sales associates who are physically at the store with a combination of messaging, augmented reality and video. John Hardy is rolling out integration with the app to a number of its stores around the United States ([see story](#)).

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