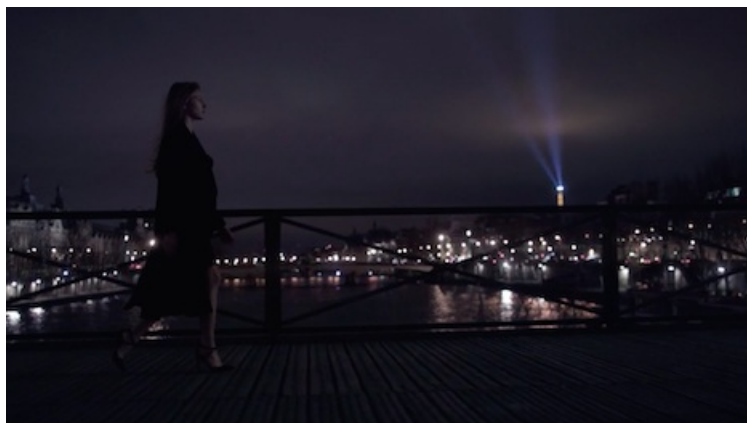


BLOG

## Top 5 brand moments from last week

April 10, 2017



*Chaumet's new video campaign for Imperial Splendours*

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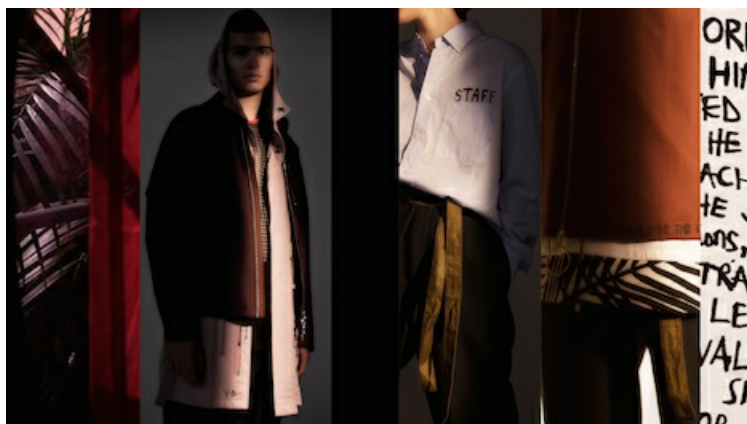
By STAFF REPORTS

While luxury brands traditionally pride themselves on the history behind their houses, a number of brands are proving their relevancy in the 21st century by embracing technology to tell their stories.

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From a futuristic film to a digitally-infused bricks-and-mortar appearance, brands are balancing modernity and heritage to reach today's consumer. Elsewhere, retailers innovated ecommerce service to more closely resemble the physical store experience or brought talent scouting into the social media age.

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



*OAMC designs*

Department store chain Barneys New York's menswear team is tapping Instagram as a platform for designer discovery.

Guided by the social network's visual medium, the buying team has uncovered a number of "buzz-worthy" labels outside of the traditional showroom environment. Taking the social media approach a step further, Barneys' buying team used Instagram's messaging feature to make first introductions and negotiate wholesale purchases ([see story](#)).



*BMW LSO Open Air Classics concert*

German automaker BMW is bringing music to the masses through an outdoor concert in London.

BMW has an established partnership with the London Symphony Orchestra, which was founded six years ago in the core belief that music should be accessible to everyone. As part of the BMW LSO Open Air classics series, the automaker will present a free concert at London's Trafalgar Square on May 21 at 6:30 p.m. ([see story](#)).

French jeweler Chaumet is promoting a new exhibit focusing on the history of jewelry with an evocative and futuristic-tinged teaser.

The exhibit, "Imperial Splendours," focuses on the art of jewelry from the 18th century to today and will debut in China. The video campaign uses a futuristic aesthetic juxtaposed with traditional jewelry images to make a bold statement and entice viewers to come to the event ([see story](#)).



*Louis XIII's Harrods pop-up*

Louis XIII de Rmy Martin is taking over Harrods' exhibition windows with an homage to celebratory events.

Up from March 30, Louis XIII's first pop-up boutique at the London store features scenes that bring to life moments such as a wedding or a red carpet affair. This temporary retail outlet gives Louis XIII the opportunity to drive awareness among passersby while also engaging interested buyers in a branded space ([see story](#)).



*Net-A-Porter campaign*

Online retailers Net-A-Porter and Mr Porter are easing the ecommerce experience for their top customers.

Beginning in September, the ecommerce sites will offer their "Extremely Important People" the option to try on their newly purchased merchandise while the delivery person waits, streamlining the return process. The retailers are also introducing new personal styling experiences in the comfort of these clients' homes ([see story](#)).

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