

BLOG

Top 5 brand moments from last week

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Valentino's latest campaign highlights London's diversity of people and style

By STAFF REPORTS

With social issues becoming a major talking point with consumers in the current social environment, brands are often getting involved with their own celebration of diversity.

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Luxury brands are now often embracing social issues and placing themselves a part of important discussions. Campaigns that celebrate diversity are becoming more popular, but marketers are also still leveraging social influencers and trending entertainment themes, as in the previous week.

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



During Barneys' Exclusively Yours, Royce will be embossing leather goods

Department store chain Barneys New York appealed to consumers' desire for individuality with a customization event at its Madison Avenue flagship.

On Saturday, April 22, the retailer brought together a host of brands for "Exclusively Yours," an event that offers complimentary personalization in the form of patches, painting, embroidery and embossing. With shoppers willing to pay up to 150 percent more for a customized item, Barneys' event gives customers added incentive to buy ([see story](#)).



Coachella is a hotspot to be seen in the latest fashion

Blade, often called the Uber for helicopters, teamed with high-fashion rental service Armarium to give customers both a flight and a style makeover as they head to music festivals around the country.

The partnership was geared up around the Coachella Valley Music & Arts Festival April 21-23 in Indio, CA and other similar music events. The two companies hoped to give consumers an answer to the two most common questions when it comes to outdoor music festivals: how to get there and what to wear ([see story](#)).



Michael Kors The Walk Celebration in Tokyo, Japan

U.S. fashion label Michael Kors' "The Walk" campaign reemerged with new faces, a model and actress, and a series of on-site and online activations to interact with fans.

The latest tier of "The Walk" was celebrated at the Kors Edit Omotesando Store in Tokyo, Japan on April 6. Accompanied by photo filters and special Michael Kors x Fuji Silver Instax cameras, the event and campaign surrounding it is establishing a personal connection with fans and consumers ([see story](#)).



Promotional image for Ritz-Carlton's 80 Stays Around the World with Trey Ratcliff

Hospitality brand The Ritz-Carlton traveled around the world in 80 stays in its next-phase global partnership with photographer and influencer Trey Ratcliff.

The Ritz-Carlton is kicking off its "80 Stays Around the World" travel photography initiative with a European photo tour. Much like today's affluent travelers, who rely on their smartphones to capture a trip's sights and personal

moments to be shared on social media with their followers, Mr. Ratcliff is documenting his travels on the hotel brand's accounts ([see story](#)).

Italian fashion house Valentino followed up on its New York Diary video series with a London-themed version that represents the diversity and eclectic style of the city.

The video series, called "London Diary," promotes the brand's new Rockstud Pike bag. Each video's short length and light content makes it perfect for viewing on mobile and while browsing social media ([see story](#)).

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