

BLOG

Top 5 brand moments from last week

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Linda Fargo captured for Bergdorf Goodman's magazine

By STAFF REPORTS

Brands put the faces behind their operations front-and-center, highlighting the human touch that surrounds their efforts.

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Whether featuring craftsmen who assemble leather goods or the deciding eye behind a retailer's buys, luxury brands looked to better acquaint consumers with their key people. Elsewhere, brands went where they have not before, conquering space or a new product category.

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



Audi's lunar quattro in the upcoming film Alien: Covenant

German automaker Audi has brought its engineering expertise to space exploration and now to Hollywood with its participation in the new "Alien" film franchise.

The Audi Lunar Quattro is an actual rover developed for exploration by the automaker and is preparing to begin a mission on the Moon. In the upcoming film "Alien: Covenant," Audi's rover will be taking on a mission on the big screen, as it will make an appearance in the movie ([see story](#)).



Balmain's Olivier Rousteing has shared sneak peeks of the L'Oreal lipstick capsule on his personal Instagram

French fashion house Balmain is working with beauty marketer L'Oreal Paris to enter the color cosmetics realm.

Balmain creative director Olivier Rousteing will team with L'Oreal to release a co-branded capsule collection of the cosmetic brand's best-selling Color Riche lipsticks. Color cosmetics are an important category for luxury fashion brands, as the accessible price point can serve as an introduction to higher ticketed product segments, such as handbags or ready-to-wear ([see story](#)).



Contemporary Belstaff Trialmaster

British fashion label Belstaff is opening up some of its vintage collection to buyers via a partnership with secondhand retailer Vestiaire Collection.

Ten of Belstaff's Trialmaster waxed cotton jackets will be up for purchase through Vestiaire Collective's ecommerce site, allowing fans to get their hands on historic versions of the iconic style that remains part of the collection today. This marks the first time Belstaff has sold anything from its archive through a partner ([see story](#)).

Department store Bergdorf Goodman is exploring the personal tastes of its senior vice president, women's fashion director and store presentation Linda Fargo in a new in-store space.

Linda's at Bergdorf Goodman, located on the retailer's fourth floor, will stock a highly curated selection of items picked by the executive. Known for her personality as well as her eclectic style, Ms. Fargo has become a fashion celebrity, something Bergdorf Goodman is leaning on for this new dedicated shop ([see story](#)).



Mulberry's factory craftsmen

British fashion label Mulberry is not only building up its image of craftsmanship and quality, but also of intimacy and family in its latest video.

"Meet Our Family" is the fashion brand's campaign to build more of a connection with fans and consumers by showing its intimate company atmosphere. The video brings users behind the scenes at Mulberry's Somerset factories, where the ethos of the brand begins ([see story](#)).

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