

BLOG

## Top 5 brand moments from last week

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*Magnum x Moschino campaign image*

By STAFF REPORTS

Luxury brands are increasingly leveraging the power of virtual reality and digital simulations to engage their fans.

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From a search for a virtual race car driver to a beauty brand leveraging WeChat for a digital makeover, marketers are using technology to create experiences and a sense of community. Elsewhere, brands disrupted luxury's typically sophisticated tone with cartoon creations.

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



*Este Lauder's Pure Color Love lipsticks*

LVMH-owned travel retailer DFS has teamed with beauty marketer Estée Lauder to transform fans into influencers with an omnichannel initiative.

The #BeautyAllNight campaign May 1-31 brings together in-store activations with digital touchpoints via Chinese messaging platform WeChat. Beauty marketers have embraced technology-enabled efforts to enhance traditional counter trials and experiences with great success ([see story](#)).



*Cartoon sticker featuring Isaia's Corallino character*

Italian menswear label Isaia is letting consumers express themselves through the cartoon alter ego of its CEO.

The grandson of brand founder Enrico Isaia, Gianluca Isaia serves as the brand's face. In addition to penning content for the company's blog, the executive is now the star of a sticker pack, allowing brand fans to use his likeness to communicate their ideas and feelings ([see story](#)).



*McLaren is challenging the best gamers in the world*

British automaker McLaren is looking for a new addition to join its team and is pitting the best gamers in the world against each other for the coveted position.

"World's Fastest Gamer" is the supercar brand's campaign to find the best talent to its brand as a simulation driver. Gamers around the world are competing to earn the spot as finalist at McLaren's headquarters in the fall ([see story](#)).

Italian fashion label Moschino is daring consumers to embrace their wilder side in a collaboration with ice cream maker Magnum.

Tapping into a shared bold perspective, the partners are teaming up to market Magnum's double-dipped ice cream bars with a high-fashion approach. Launching during the Cannes International Film Festival, the "Unleash Your Wild Side" campaign spans a short film and activations during the festival, giving both partners a platform to reach an affluent, entertainment industry audience ([see story](#)).



*One Aldwych takes guests behind the scenes of The Origin*

Leading Hotels of the World's One Aldwych London is combining mixology with technology in a futuristic initiative that takes guests on a journey of how a cocktail was created.

One Aldwych's Lobby Bar is surprising visitors who order The Origin whiskey cocktail with a trip to the Scottish Highlands without having to leave London. Along with a new menu that plays on a "Showtime" theme, One Aldwych has introduced a specialty whiskey cocktail that also comes with a virtual reality experience ([see story](#)).

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