

BLOG

## Top 5 brand moments from last week

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*Promotional image for Saks' Welley*

By STAFF REPORTS

Taking the bricks-and-mortar experience beyond the transactional, brands established immersive spaces designed to engage or energize.

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From embracing the growing wellness trend with fitness classes to turning consumers into designers via a customization service, retailers are taking advantage of the possibilities accessible in the physical retail store. Elsewhere, brands linked with the arts and ecological causes, looking to make an impression.

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



*Barneys' Build a Bag concept space on Madison Avenue*

British accessories label Anya Hindmarch is launching its own concept customization space at department store Barneys New York's Madison Avenue location as well as online.

The space will allow customers to create and customize an Anya Hindmarch handbag style in the store or through a digital platform. The move is an extension of Anya Hindmarch's long-standing love of adding pins, patches, stickers and other accessories to its bags by letting customers choose and apply their own custom options to a bag in-store ([see story](#)).



*Balmain's Olivier Rousteing is designing the costumes for dancers in the Paris Opera's "Renaissance"*

French fashion house Balmain's designer Olivier Rousteing is bringing his distinctive style off the runway and into the ballet as he dresses the dancers in a new performance at the Paris Opera.

Mr. Rousteing is known at Balmain for his combination of avant garde designs while respecting sartorial traditions. This combination made him the perfect fit for dancer and choreographer Sbastien Bertraud who is directing the ballet ([see story](#)).



*The Panthre de Cartier watch*

Richemont-owned jeweler Cartier opened its first public-facing experiential activation in the United States market May 20-21 to garner interested in the Panthre timepiece.

During this year's Salon International de la Haute Horlogerie in Geneva, Cartier announced that it would be reviving the 1980s classic, the Panthre de Cartier women's wristwatch. Originally released in 1983, Cartier ceased production of the timepiece in 2004, but consumer demand has lead the French jeweler to return the watch to market ([see story](#)).



*Each of the 400 bronze tigers represents one of the real 400 Sumatran tigers alive today*

British retailer Fortnum & Mason is partnering with artist David Bailey for a window installation that benefits an endangered species.

Mr. Bailey will create 400 small bronze tigers modeled after the real life Sumatran tiger, of which only 400 live in the wild today. Each piece will be available for sale with proceeds going to help conservation efforts of the specific

subspecies of tiger ([see story](#)).



*Saks Wellery will be on the flagship's second floor through October, All images courtesy of Justin Bridges Photography (PRNewsfoto/Saks Fifth Avenue)*

Department store chain Saks Fifth Avenue is adding more than 1,200 fitness classes to the available in-store amenities at its New York flagship as wellness takes hold of luxury retail.

Located on the flagship's second floor, The Wellery concept shop is a first-of-its-kind space that offers Saks consumers immersive experiences dedicated to wellness. Millennial consumers, a segment retailers have struggled to capture, are deeply invested in self care resulting in a number of recent launches geared toward health and wellness ([see story](#)).

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