

BLOG

Top 5 brand moments from last week

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Image source la Rinascente

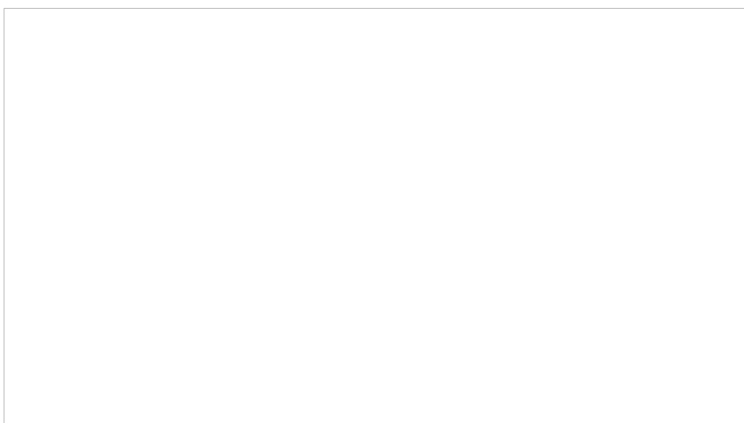
By STAFF REPORTS

Luxury explored its long-term love affair with culture and the arts through collaborations and installations.

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Whether marking a milestone or making a public statement, luxury brands set out to prove their creativity, using uncommon mediums for storytelling. The worlds of art and luxury are increasingly colliding, as brands look to provoke and artists seek the cachet provided by storied houses.

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



A. Lange & Shne

worked with Sebastian Kite on Journey into Grey, a social media-ready art installation

Richemont-owned watchmaker A. Lange & Shne is translating a design element into film to share its aesthetic with a broader online audience.

The German watchmaker has worked with artist Sebastian Kite on "Journey into Grey," a social media-ready film that was inspired by the grey-colored surface of the solid-silver dial of the limited-edition Lange 31 timepiece. A. Lange & Shne is likely to drum up interest in its limited-edition timepiece through its social media promotions that have included detailed examinations the watch's movements and parts in addition to the artist film ([see story](#)).



BMW's history in paintings by Adrian Mitu

German automaker BMW is painting a picture of its last 100 years, as part of the growing number of brands continuing to lean on art for a luxury perception.

The "Blue Coffee" exhibition, named for BMW's iconic color and the medium of which the art was made, will be coming to the United States. BMW's exhibit opened May 19 and features paintings that represent the past 100 years of the automaker's narrative ([see story](#)).



Rendering of Fendi's Leaves of Stone installation

Italian fashion label Fendi is giving back to its hometown of Rome through art.

The brand commissioned a sculpture from artist Giuseppe Penone for the sidewalk outside of its Palazzo Fendi flagship. Meant as a donation to the city that has served as its backdrop and inspiration for more than 90 years, the permanent installation is designed to be a public exhibit ([see story](#)).



"LR100 Rinascente: Stories of Innovation" exhibitItalian department store la Rinascente is marking its 100-year milestone with a look at how its own story is linked with the broader history of Milan.

The retailer is staging a retrospective at the Palazzo Reale that focuses on the culture and fashions in Milan over the last century. Titled "LR100 Rinascente: Stories of Innovation," the exhibit investigates the impact that the store had on establishing Milan's central position in the fashion industry ([see story](#)).



Mark Ronson for Lexus 'Make Your Mark' campaign

Japanese automaker Lexus is working with producer Mark Ronson for a music-themed video campaign promoting the brand's new Lexus LC model.

The campaign comes with a short film showcasing both the Lexus vehicle and Mr. Ronson, interviewing the musician about his love of the automobile and why he agreed to the partnership. Lexus is taking this campaign a step further by allowing customers to create their own tracks to score their drives based on music created by Mr. Ronson ([see story](#)).

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