

BLOG

Top 5 brand moments from last week

June 5, 2017



A still from Cao Fei's accompanying short film. Image credits: BMW

By STAFF REPORTS

By embracing the toolkit provided by technology, luxury marketers have developed innovative efforts that demonstrate brand savoir-faire.

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While social video has long been a sector favorite, technologies such as gamification and virtual and augmented reality have added to the allure of luxury brands' efforts. Even with advancements in marketing technology, luxury still must work to ensure that its high-end craftsmanship positioning remains at the forefront.

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

German automaker BMW has unveiled its latest vehicle in the Art Car series, which was designed by Chinese multimedia artist Cao Fei.

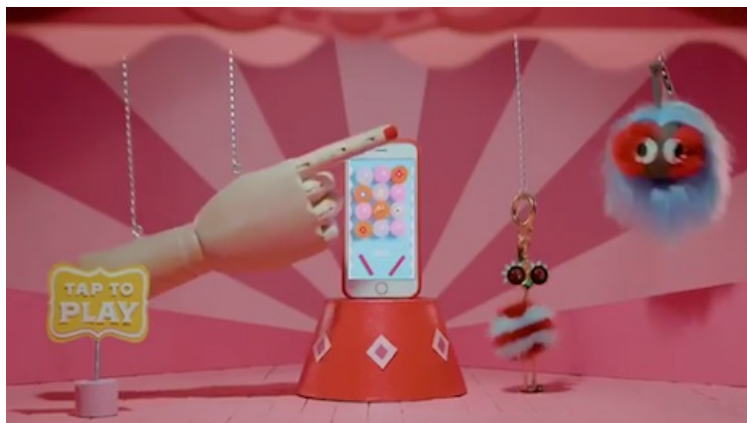
Ms. Fei is a young artist who works with virtual and augmented reality to address the future of mobility and digitized driving. BMW Art Car #18 was unveiled at the Minsheng Art Museum in Beijing on May 31 ([see story](#)).



Cartier brings back the eighties with its latest watch

Richemont-owned jeweler Cartier is looking to Hollywood for a retro-themed campaign that brings back the 1980s along with its watch, an icon from the decade.

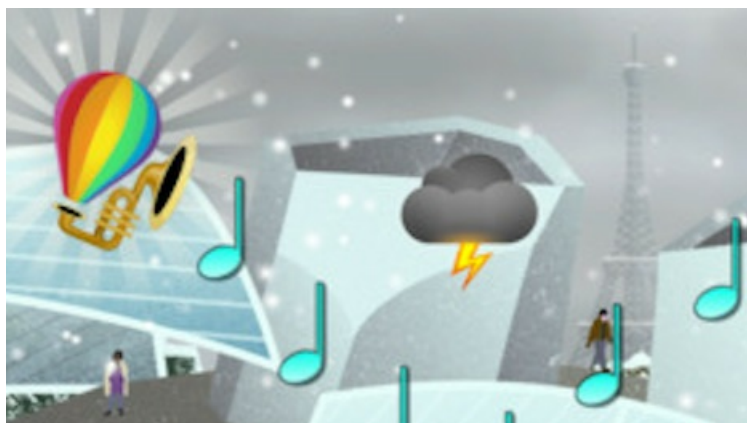
Oscar winner and 2017 Best Director at the Cannes International Film Festival, Sofia Coppola, directed Cartier's latest advertisement in which the eighties decade is rampant. The ad brings back the Panthere de Cartier watch, which was discontinued by the jeweler, but recently reintroduced citing consumer demand ([see story](#)).



Fendi gamified its Instagram for pre-fall 2017 handbags

Italian fashion label Fendi is gamifying interaction with followers on Instagram as part of a new campaign teasing its pre-fall 2017 bag collection.

Instagram users can play with Fendi on the application in a series of fun activations that keep fans coming back daily. Players will get up close and personal with its new bags ([see story](#)).



Lucky Vibes is played in the sky above Fondation Louis Vuitton; Image credit: LVMH

Luxury goods conglomerate LVMH is seeing who rules the Parisian skies in a gamification effort tied to its Fondation Louis Vuitton.

Working with London-based culture tech studio, Amphio, Fondation Louis Vuitton has launched the "Lucky Vibes" game for Apple iOS devices. Amphio's mission statement is to reimagine what is possible in today's digital world, an objective that is currently at the forefront of business, even for those in the luxury space ([see story](#)).



H. Moser's new watch also serves as a proclamation of the superiority of mechanical watches

Swiss watchmaker H. Moser & Cie has debuted a new timepiece with a strikingly familiar design that is seemingly a direct send-up of the Apple Watch.

The Swiss Alp Watch Zzzz is almost a direct copy of the Apple Watch with one key difference: it is entirely analog. Communications for the timepiece makes the comparison almost explicit, suggesting that H. Moser is having some fun at the expense of the tech-obsessed while reinforcing the superiority of its high-end watches ([see story](#)).

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