

BLOG

Top 5 brand moments from last week

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Cactus de Cartier collection. Image credit: Cartier

By STAFF REPORTS

Luxury brands are embracing unique in-store experiences as a way to get customers off the streets and into stores.

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From personalization events to brand-sponsored parties, brands are looking for new ways to make the physical store a destination for more than just shopping. In this way, these brands are building a personal relationship with consumers and not just a financial one.

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

French jeweler Cartier is inviting consumers up to the roof of its Fifth Avenue mansion to enjoy summer cocktails.

Starting at noon from June 14-28, consumers can head to Cartier's New York flagship rooftop to experience the brand in an intimate setting high above the busy shopping avenue below. Recently, Cartier has leveraged public events to introduce its brand and collections to a younger audience who prefer experiential retail interactions over traditional points of sale ([see story](#)).



Dior Eau Sauvage Parfum campaign. Image credit: Dior

French couture house Christian Dior is reinventing a classic cologne by playing into the scent's half-century of history.

To market the new version of Eau Sauvage, a scent first introduced in 1966, Dior has looked back to a feature film with a similar vintage. While luxury often feels a pressure to modernize its image, a sense of heritage is a major selling point for buyers of all generations ([see story](#)).



Lexus' window display at Barneys New York. Image courtesy of Lexus

Toyota Corp.'s Lexus is taking its luxury performance and style to Madison Avenue alongside department store Barneys New York in a campaign that looks to tap into the summer heat.

Barneys is lending its coveted window space to Lexus for the summer in a display inspired by the automaker's LC 500 model. "Haute Pursuit" is hoping to entice passersby and Barneys shoppers in an abstract way, positioned alongside new product arrivals ([see story](#)).



Marc Jacobs x Vans sneakers. Image credit: Marc Jacobs

U.S. fashion label Marc Jacobs is inspiring consumers to be artists through a collaboration with California shoe brand Vans.

The limited-edition Marc Jacobs x Vans style comes with a set of felt markers, giving owners the chance to customize their footwear with some DIY decoration. To launch the shoes, the label tapped 17 artists to decorate their own pair, showing the diversity of possibilities of the blank canvases ([see story](#)).



Neiman Marcus is looking to omnichannel to boost sales. Image credit: Neiman Marcus

Retailer Neiman Marcus Group's sales are improving, but the company's revenues for the third quarter of fiscal 2017

still showed a decline from the previous year's figures.

During the quarter which ended on April 29, 2017, the retail group's revenues of \$1.11 billion fell 4.9 percent compared to the same quarter of 2016. Despite facing a challenging retail environment, Neiman Marcus is confident in its positioning for success, particularly in the digital luxury landscape ([see story](#)).

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