

BLOG

## Top 5 brand moments from last week

July 10, 2017



*Designs by Christian Dior and his many successors are on display. Image credit: Museum of Decorative Arts*

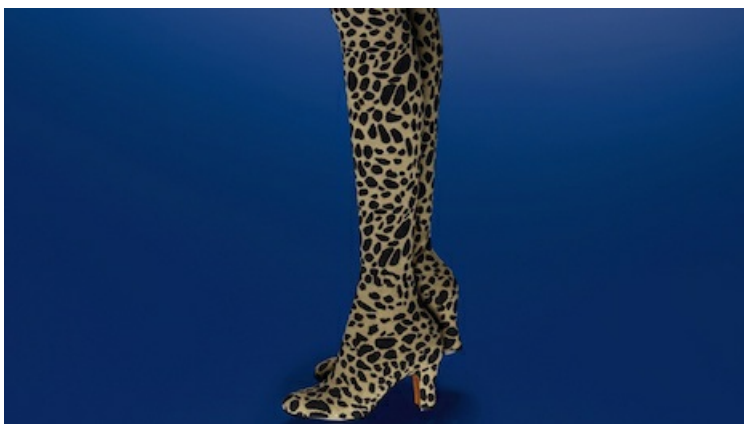
By STAFF REPORTS

Preserving legacy is of the utmost importance for many luxury brands, with some houses organizing retrospectives and others paying tribute to an unaffiliated designer's contributions to fashion.

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As always, museum exhibitions are a popular way to pay homage to brand legacy, but catwalks are also an ideal platform to give credit where credit is due. Building awareness of craft, skill and innovation, whether it be on the side of a building, in print or told by quirky characters, is often behind luxury marketers' strategies.

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



*Ferragamo Indiana boot. Image courtesy of Ferragamo*

As part of his runway show during Paris Couture Week, designer Azzedine Alaïa accented his fashions with a nod to footwear history.

The couturier got permission from Ferragamo to accessorize some of his garments that walked the runway on July 5 with the shoe label's Indiana boot, a style first designed by brand founder Salvatore Ferragamo in the 1920s. While not a common practice, designers have been known to make their appreciation for others in their profession known through their own work ([see story](#)).

French fashion house Christian Dior is celebrating its 70th anniversary with a new exhibition at Paris' Museum of Decorative Arts where it will showcase the work of its namesake and the many prominent designers who have worked at the atelier.

The "Christian Dior, couturier du rve" exhibition opened July 5, and will be on view until January of next year. More luxury marketers are beginning to treat their brands as historic institutions in and of themselves and cashing in on that reputation with museum-quality exhibits ([see story](#)).



*De Grisogono's Crazyimals seem to be aimed at an American audience. Image credit: de Grisogono*

Swiss jeweler de Grisogono's latest jewelry collection brings a cadre of wacky characters to a series of pendants and rings.

The collection, called Crazyimals, sees a series of seven animal characters personified in jewelry form, each with their own accompanying personalities and character traits. A short film fleshes out each character and draws attention to their distinctive styles ([see story](#)).



*Gucci Art Wall in New York featuring Coco Capitin's writing. Image courtesy of Krista Lindahl, Colossal Media*

Italian fashion house Gucci is showing off its wittier side through a partnership with Spanish artist Coco Capitin.

For the autumn/winter 2017 season, the label's creative director Alessandro Michele embellished two pieces that walked the runway with the artist's handwritten aphorisms. Promoting the partnership and the slogan fashion items that will soon be available for purchase, Gucci is broadcasting Ms. Capitin's writings in a large-scale medium ([see story](#)).



*Louis Vuitton' travel books take readers to a variety of locations around the world. Image credit: Louis Vuitton*

French fashion house Louis Vuitton is launching a new series of travel guides created in partnership with artists, who each put their own spin on a specific destination.

Introducing the series, Louis Vuitton created a short film featuring the artist Esad Ribic, who collaborated with the brand on one of the books. Louis Vuitton's video chronicles Mr. Ribic as he travels through Hawaii and illustrates the various sights for the new book ([see story](#)).

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