

BLOG

## Top 5 brand moments from last week

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Loro Piana's new, more sustainably manufactured fabric. Image credit: Loro Piana

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By STAFF REPORTS

One of the largest issues in the luxury world today is how to move toward sustainable manufacturing processes.

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Brands have begun to engineer ways they can create their products using techniques that rely on fewer resources and have less of an impact on the environment. Additionally, the closer connection with nature is beginning to infuse itself into brand advertising campaigns.

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



Image from Alexander McQueen's fall/winter 2017 campaign. Image credit: McQueen

British apparel and accessories label Alexander McQueen transported consumers to Iceland in an advertising campaign that references an inspiration closer to home.

The brand's collection for the autumn/winter 2017 season paid homage to Cornwall, a county in England with similar topography to Iceland. Going on location for ad efforts allows brands to inspire wanderlust in their audience, helping to build a dream around the products featured ([see story](#)).



*Ferragamo's fall/winter 2017 ads put the focus on accessories. Image courtesy of Ferragamo*

Italian fashion label Salvatore Ferragamo is breathing life into its fall/winter 2017 collections by capturing candid interactions between the season's faces and the brand's fashions.

"Ferragamo and I" marks a shift in campaign concept for the house, which has recently changed its advertising strategy to better bridge digital and traditional channels. This effort also reflects the new vision for Ferragamo, marking the first campaign since all three newly installed head designers have released their debut collections ([see story](#)).



*Givenchy Gentleman's visual campaign will star English actor Aaron-Taylor Johnson. Image credit: Givenchy*

French fashion house Givenchy has unveiled the latest campaign for its Givenchy Gentleman cologne with a saturation of coverage through Instagram Stories.

In anticipation of the reveal, Givenchy teased a new product announcement multiple times on its primary and beauty-specific Instagram accounts, telling customers to tune in that night. Later, the brand used Instagram Stories via its Givenchy Beauty handle to chronicle a live event where guests gathered to dance, party and sample the new fragrance ([see story](#)).



*Chris Hemsworth for Hugo Boss Bottled. Image courtesy of Coty Luxury*

German fashion label Hugo Boss has chosen Australian actor Chris Hemsworth as the new face of its Boss Bottled scent.

The fragrance, originally released in 1998, is being given a new look through an advertising campaign featuring the star, perhaps best known for his role as the title character in Marvel's Thor franchise. For entry-level fragrances, luxury brands often turn to celebrities as ambassadors, looking to draw attention from a broader audience through notoriety ([see story](#)).

LVMH-owned Loro Piana has debuted a multifaceted campaign centered around its new eco-friendly fabric treatment that makes its clothing resistant to weather with minimal environmental impact.

Loro Piana's new Green Storm System process is an update of the brand's classic Storm System that makes its textiles resistant to wind and water. A video campaign accompanies the new fabric, highlighting the connection between product, people and nature ([see story](#)).

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