

BLOG

## Top 5 brand moments from last week

July 31, 2017



*Mercedes' new video looks to humor and edginess. Image credit: Mercedes*

By STAFF REPORTS

Looking to affluent consumers, luxury marketers are taking unique steps to make the brand experience more high-end with efforts ranging from messaging campaigns to scavenger hunts.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Brands are making more of an impact by including messaging elements to campaigns as well as spanning the physical world to the digital. Vignettes and interactive social media campaigns were also among the multitude of unique brand initiatives.

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



*Alexander Wang partners with adidas for Season 2. Image credit: Alexander Wang*

U.S. fashion label Alexander Wang looked to two contrasting New York subcultures with its new interactive avant-garde campaign.

Rave culture and cycling are the subjects that make up Alexander Wang's latest video, promoting the return of its partnership with athletic brand adidas. Alexander Wang's adidas campaign offers an interesting twist with an on-the-street retail element, which only took place in New York and introduced a two-way texting element ([see story](#)).



"LR100 Rinascente: Stories of Innovation" exhibit. Image credit of La Rinascente

Italian department store La Rinascente was the latest retailer to leverage social messaging platform WhatsApp as a vehicle for personalized customer service.

Marketers are increasingly turning to methods of conversational commerce, facilitated by artificial intelligence, to broaden their reach and streamline conversions. Artificial intelligence via chatbots are commonly used to answer consumer questions and make product suggestions, but the technology offers opportunity for retailers looking to enhance the purchasing journey on mobile ([see story](#)).

German automaker Mercedes-Benz promoted the reliability of its service with a new short that compares its business to an undependable boyfriend.

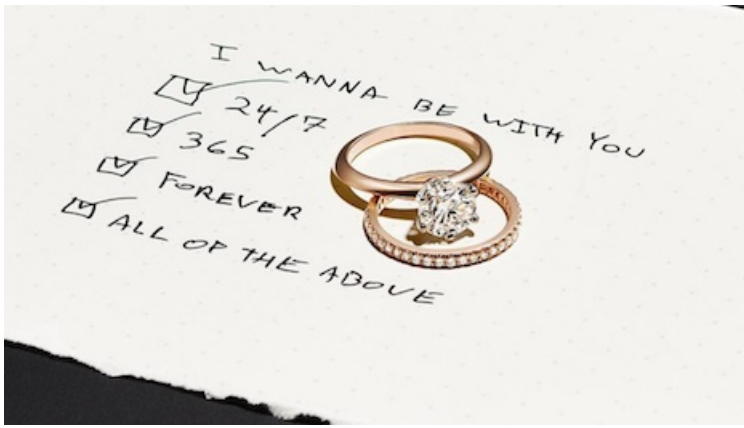
Mercedes' "Party" was the newest video from the automaker that appeals to younger consumers through the use of humor for its service business. The vignette shows the story of a woman whose boyfriend stands her up and the aftermath that ensued ([see story](#)).



Puiforcat's Paris boutique is staged as a dining room to bring its silver goods to life. Image credit: Puiforcat

Hermes-owned silversmith Puiforcat replicated living spaces at its Parisian flagship to showcase its creations in their natural habitat.

In-store displays are becoming increasingly immersive, with brands creating spaces that speak to lifestyle rather than items laid out on shelves without a cohesive concept. To redesign its boutique experience, Puiforcat worked with interior architect Tristan Auer on the project ([see story](#)).



*Tiffany started a love note conversation using the hashtag #TiffanyLoveNote. Image credit: Tiffany & Co.*

U.S. jeweler Tiffany & Co. posted love notes on Instagram to start an interactive conversation with its community of followers.

In a series of posts shared by the jeweler, Tiffany promoted its engagement jewelry in a way that is relatable to the majority of consumers. By personalizing its efforts with handwritten anecdotes, consumers may relate more to the brand and turn to its jewelry when the time comes to pop the question ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.