

BLOG

## Top 5 brand moments from last week

August 7, 2017



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

By STAFF REPORTS

From forming joint task forces to brewing craft beers, luxury must orchestrate efforts that protect its business interests while still delighting its core consumer base.

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Efforts meant to inspire and engage come in many forms, with some relying on an "everyman" approach and others leveraging social media channels to be present with today's tech-savvy consumers. In addition to safeguarding the industry and designing interesting branding campaigns, luxury is also a mainstay in working toward giving opportunity to all individuals.

Here are the top 5 brand moments from last week, in alphabetical order:



*B&O Play has created a music-infused beer. Image credit: B&O Play*

B&O Play, the unit of Bang & Olufsen devoted to audio products, teamed up with a Danish craft brewer to experiment with the effect of music on the process of brewing beer.

In a short documentary film and accompanying text, the brand spoke about its experiment, which involved partnering with various Danish musicians to compose music that would be played on B&O Play audio equipment embedded into the brewing equipment. The project was intended to show how music and sound can affect every

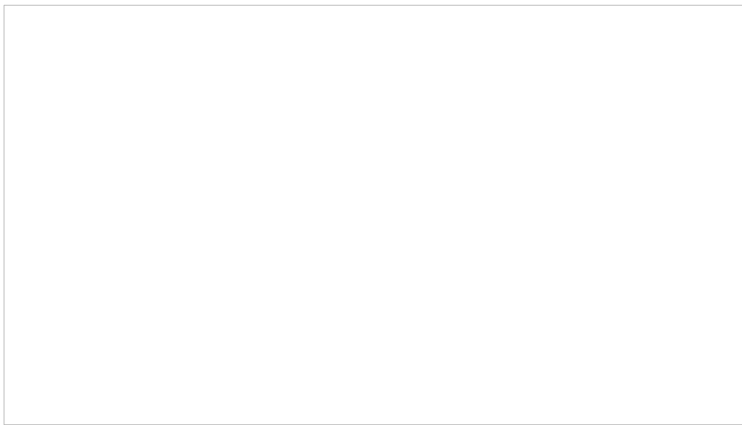
aspect of the world ([see story](#)).



*British Vogue's Snapcode. Image credit: British Vogue*

Conde Nast-owned British Vogue is the latest of the Vogue-branded magazines to launch on Snapchat Discover as publishers look to amplify their digital efforts.

Vogue is currently pushing a Snapchat Discover strategy across the markets where its publications are present to take its editorial voice from print pages to the mobile content space. Vogue's publisher has invested heavily in digital recently to ensure its titles stay modern and are fluid in an evolving print landscape ([see story](#)).



*Still from "Writing with Fire." Image courtesy of Black Ticket Films*

Italy's Gucci is helping to bring stories of social issues to a broader audience through its Gucci Tribeca Documentary Fund.

Now in its tenth year, the partnership between the label and the Tribeca Film Institute has expanded its efforts for the recipients by linking with the Oath Foundation to support the films' distribution and campaign strategies. Since launching the fund in 2008, Gucci and TFI have helped 83 films through a total \$1.3 million in grants ([see story](#)).

French luxury group Kering is establishing a joint task force with Alibaba Group to protect brands' intellectual property.

Together with Alibaba and its affiliate Ant Financial, Kering will exchange information and work collaboratively with law enforcement to take down those who are selling counterfeit goods. Alibaba has been criticized by a number of luxury companies, including Kering, for not doing enough to stop the sale of fake goods, but this may mark a turning point in the relationship between brands and the ecommerce group ([see story](#)).



*The Porsche 911, N 1,000,000 in Irish green. Image credit: Porsche*

German automaker Porsche is revealing the 1 millionth 911 with a gesture of thanks toward its factory hometown of Stuttgart.

Porsche chose 11 regular people from the town to be the first to drive the car, filming their reactions as they took the vehicle for a spin. While luxury is typically reserved for the few with the means to own big-ticket items, a number of brands have recently opened up brief experiences to the everyman ([see story](#)).

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