

BLOG

## Top 5 brand moments from last week

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*Omega recruited Sergio Garcia for a short film in support of the PGA Championship. Image credit: Omega*

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Luxury brands are beginning to rev up their relationship with sports in anticipation of a number of upcoming events that attract the wealthy.

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From Wimbledon to the PGA Championship and the Coupe de la Ligue, brands are rolling out sponsorships and partnerships to capture attention from sports-loving luxury buyers. Brands have acted as official sponsors for an event, recruited athletes as influencers and brand ambassadors and signed deals cementing long relationships with some of the biggest sports leagues in the world.

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

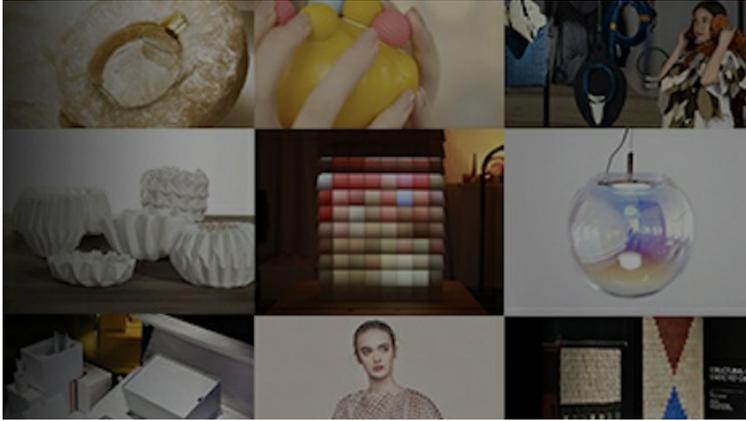


*The campaign also features Patrick Janelle and Lewis Hamilton. Image credit: Hugo Boss*

German apparel and accessories label Hugo Boss is speaking to discerning male consumers with a campaign fronted by actor James Marsden, most recently seen in HBO's artificial intelligence drama "Westworld."

Hugo Boss' "Own Your Journey" campaign includes a short film, a photo shoot featuring Mr. Marsden in new Hugo Boss clothes and an interview with the actor about his journey from a small town in Oklahoma to stardom. The campaign is shoppable through the brand's Web site, letting customers view images from the shoot and be taken

directly to an online store to purchase the outfit seen in the photos ([see story](#)).



*The Lexus Design Award is asking for submissions aimed at improving the world. Image credit: Lexus*

Toyota Corp.'s Lexus is asking young creatives to help it build a better world by exploring the concept of coexistence.

The automaker has opened entries for the 2018 edition of its Lexus Design Award, a competition that gives four up-and-coming artists opportunities for mentorship and grants of more than \$25,000 to bring their ideas to life. Through this competition, Lexus is able to expand its influence in design beyond the automotive space, giving help to innovators who are going to make up the next generation of talents in a variety of fields ([see story](#)).

To kickoff the PGA Championship last week, Swiss watchmaker Omega has released a number of videos promoting its timepieces and status as an official timekeeper and sponsor for the prestigious golf tournament.

The PGA Championship began on Aug. 10 and is set to run through Aug. 13. Omega is seeking to solidify its image as an integral part of one of golf's biggest events through videos that partner with superstars of the golf world ([see story](#)).



*The 2018 Range Rover Velar is being treated as a piece of art and design and not merely transportation. Image credit: Range Rover*

British automaker Land Rover has released a series of short digital videos detailing the reaction from prominent designers to the design of its new Range Rover Velar model.

In a series of two-minute videos, Range Rover highlights the high level of craftsmanship and care that went into designing the Velar by getting feedback from designers in fields including industrial and interior design. The videos are a way of separating the Range Rover Velar from mere vehicles to something that is more akin to art in the discerning consumer's eye ([see story](#)).



*Tag Heuer is now the official timekeeper and official watch of France's Ligue de Football Professionnel. Image credit: LVMH*

Swiss watchmaker Tag Heuer is further fusing its brand with football through a new partnership with France's Ligue de Football Professionnel.

Following similar alliances with leagues in Germany, Britain, Spain and more, the brand has become the official timekeeper and official watch of the French league's competitions. As with many other European nations, football is a popular sport in France, making this sponsorship a means to raise Tag Heuer's profile with a substantial number of fans ([see story](#)).

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