

BLOG

## Top 5 brand moments from last week

August 21, 2017



*Rosewood's latest campaign, "Sense of Place"*

By STAFF REPORTS

Luxury brands are launching new platforms that make it easier for consumers to connect, whether that means following a sporting event or sharing tips and opinions with like-minded peers.

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

Once hinged on exclusivity, luxury has embraced a level of inclusiveness through digital channels, allowing it to grow its audience beyond the population of core consumers. Aside from new touchpoints, brands also launched new products and campaigns aimed at solidifying their positioning for a modern luxury audience.

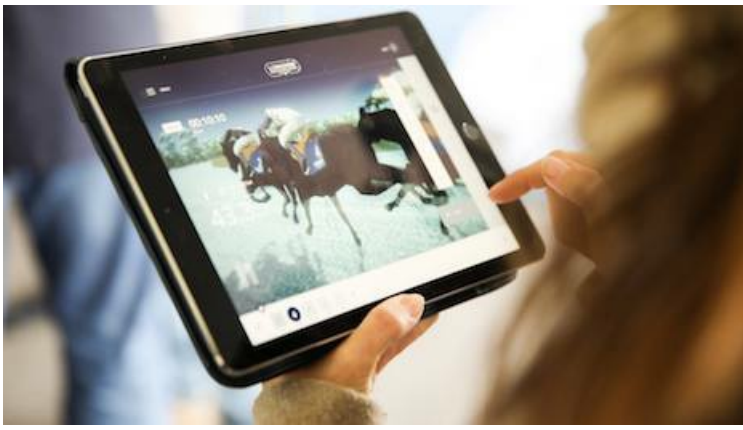
Here are the top five brand moments from last week, in alphabetical order:



*Image from Gucci Bloom campaign. Image credit: Gucci*

Italian fashion label Gucci is portraying fragrance's ability to convey a sense of place by building a garden in the middle of New York.

The launch campaign for Gucci Bloom, the first scent created by creative director Alessandro Michele, features actress Dakota Johnson, photographer Petra Collins and model-writer Hari Nef exploring a surreal urban environment. While Mr. Michele has left his mark on the house with his designs and marketing concepts, this fragrance debut communicates the personality of the designer's Gucci in a new medium ([see story](#)).



*Longines' Horseracing app applies its timekeeping tactics to a tablet. Image credit: Longines*

Swiss watchmaker Longines is reinforcing its dedication to equestrian sports through the launch of a mobile application that will dispense real-time data during equine events.

The Longines Horse Racing app will allow users of Apple iPads to watch equestrian sporting events as they happen through 3D renderings of the action occurring on the racetrack. Second-screen apps help brands extend real-time events to a greater audience and can demonstrate its commitment to the sport in question as well as its emphasis on innovation ([see story](#)).



*Image from "Rosewood Regulars" campaign. Image credit: Rosewood Hotels & Resorts*

Hospitality group Rosewood Hotels & Resorts is assuring guests of drastically different lifestyles that a "sense of place" can be found at its locations.

Rosewood's latest campaign "Rosewood Regulars" is a reimagining of the resort's established philosophy. A variety of stills, content and shorts feature affluent guests with contrasting lifestyles, who all find comfort and their own personal sense of place at a Rosewood property ([see story](#)).



*Sephora is starting a conversation via its Beauty Insider Community. Image credit: Sephora*

LVMH-owned beauty retailer Sephora is encouraging peer-to-peer communications through the launch of its new Beauty Insider Community.

Instead of spurring a dialogue between brand and consumers, as many marketers often work towards, Sephora is

taking a different approach to generating conversation among its enthusiasts. The beauty industry relies heavily on peer recommendations, and consumers often put more stock into influencers and friends' opinions rather than brands themselves, making Sephora's Beauty Insider Community an accurate read of current trends ([see story](#)).



*Zendaya in custom Versace in the music video for Bruno Mars' "Versace on the Floor." Image credit: Versace*

Italian fashion label Versace is leaning into its association with pop star Bruno Mars, turning its mention in the recording artist's song into a broader branding opportunity.

For the music video for the Bruno Mars track "Versace On The Floor," the luxury house created custom attire for the singer and his co-star Zendaya. By nature of their name recognition and relation to upscale lifestyles, luxury brands are frequently name dropped by musicians in their songs, but while this placement is organic, brands have the choice of how much to embrace their appearance ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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