

BLOG

Top 5 brand moments from last week

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Rolls-Royce's Dawn in Fuxia was commissioned by car collector Michael Fux. Image credit: Rolls-Royce

By STAFF REPORTS

Luxury brands have grown accustomed to the intricacy of digital marketing and many have been working to intertwine personalization and interaction into campaigns, as shown this past week.

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Marketers are bringing new meaning to the term bespoke and are creating more initiatives that seek greater personalization. Omnichannel efforts are bring interactive elements into business practices that span bricks-and-mortar and digital.



BMW's U.K. online store lets consumers shop 500,000 BMW and Mini products. Image courtesy of BMW

Automaker BMW Group UK made it easier for its enthusiasts to get the accessories and parts they desire by launching a new ecommerce platform.

From the platform, consumers can shop a selection of lifestyle products, toys for children, car care tools and parts, with search features enabling consumers to easily find the right items for their particular model. This digital storefront allows BMW to showcase its array of lifestyle brand extensions, taking the brand beyond merely a car manufacturer ([see story](#)).



Bloomingdale's latest concept shop is a beauty boutique called Glowhaus. Image credit: Bloomingdale's

Department store chain Bloomingdale's is offering a "beauty happy place" for cosmetics-lovers with a new boutique called Glowhaus.

The boutique will specialize in beauty products from a number of brands and will give customers a place where they can freely try out and test different combinations and products in a casual and freeform environment. The retailer is opening five boutiques at various Bloomingdale's locations in New York and California ([see story](#)).



Christie's online course is educating people on the intricacies of the art world. Image credit: Christie's Auction House

Auction house Christie's is attempting to cultivate a new generation of art history lovers and potential experts in the fine art market with a series of online courses aimed at educating people on the intricacies of the art world.

This is the third addition to Christie's Education program, along with its "Continuing Education" and a Master's degree program that the auction house offers. The course is part of Christie's larger effort to nurture a love of fine art and a knowledge of the complicated art world among future generations ([see story](#)).



Nordstrom's service combines the benefits of mobile and physical retail. Image credit: Nordstrom

Department store chain Nordstrom created a link between digital browsing and the in-store shopping experience with the expansion of an omnichannel service.

Starting last fall, the retailer piloted a Reserve Online & Try In-store feature for six of its locations in its home state of Washington, allowing consumers to reserve items they see on its ecommerce platform in a dressing room at a

nearby store. This service, which brings the convenience and speed of online shopping to the tactile bricks-and-mortar environment, is now being extended to about 40 stores across the United States ([see story](#)).

Despite having more than 44,000 color options for its bespoke clients, British automaker Rolls-Royce has added a new shade to its palette.

Bespoke capabilities start and stop with a client's request, and Rolls-Royce is happy to work with its consumers to meet their expectations and make dreams a reality. For example, avid car collector Michael Fux has worked with Rolls-Royce 11 times to bring his vision to life through one-of-a-kind paint colors and other personalization touchpoints ([see story](#)).

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