

BLOG

Top 5 brand moments from last week

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Bang & Olufsen hopes families will press pause with its TV. Image credit: Bang & Olufsen

By STAFF REPORTS

Luxury brands can improve a customer's experience of art, music and entertainment in a seamless way.

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From luxury televisions designed to maximize the home viewing experience to free public concerts sponsored by brands, luxury is all about improving customers' lives. These efforts took the form of partnerships, initiatives and new projects.

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

Danish consumer electronics maker Bang & Olufsen is looking to innovate the television manufacturing space with a unique design that caters to families.

Teaming up with LG, Bang & Olufsen created a television with innovative features such as a motorized mount, built-in quality sound bar and a focus on vivid colors. Marketed to families, Bang & Olufsen hopes to shift electronic devices away from the distraction they have become by creating a television that brings loved ones together ([see story](#)).



BMWLSO Open Air Classics in 2017. Image courtesy of BMW

German automaker BMW Group is reaffirming its commitment to the arts by extending a partnership that brings live music to London for free.

Through a collaboration with the London Symphony Orchestra, BMW has been presenting open air concerts in the British capital for the past six years. Now, the automaker is renewing its partnership with the musical group, continuing the effort to introduce classical music to a new audience ([see story](#)).



Givenchy Gentleman's visual campaign stars English actor Aaron-Taylor Johnson. Image credit: Givenchy

French fashion house Givenchy has released a new television spot for its Eau De Toilette with the help of husband and wife pair Aaron and Sam Taylor-Johnson.

The short film is based on the hip-hop song "Enjoy Yourself" by A+ and features Mr. Taylor-Johnson in the lead role. Notably, the short film was directed by acclaimed British filmmaker Sam Taylor-Johnson, directing her husband in the campaign video ([see story](#)).



Promotional image for Gucci Loves Printemps. Image credit: Printemps

Italian fashion label Gucci is showcasing its latest designs in a cinematic takeover of Printemps' Paris flagship store.

The pop-up takes its cues from retro cinema, with Gucci turning the retailer's windows and central atrium into an imaginary movie theater. This display is intended to immerse consumers in creative director Alessandro Michele's fall/winter 2017 collection through a transportive theme ([see story](#)).



Mercedes' Electric Intelligence Concept Car. Image credit: Mercedes-Benz

Mercedes-Benz Research and Development North America is linking with clean technology company alpha-En Corporation to study potential battery technologies.

Taking place at Princeton University under the guidance of a faculty member, the research will center on testing the use of alpha-En's lithium Nano-rods in batteries for vehicles as well as consumer products. Consumers are becoming more ecologically conscious, fueling interest in electric vehicle development and innovation ([see story](#)).

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