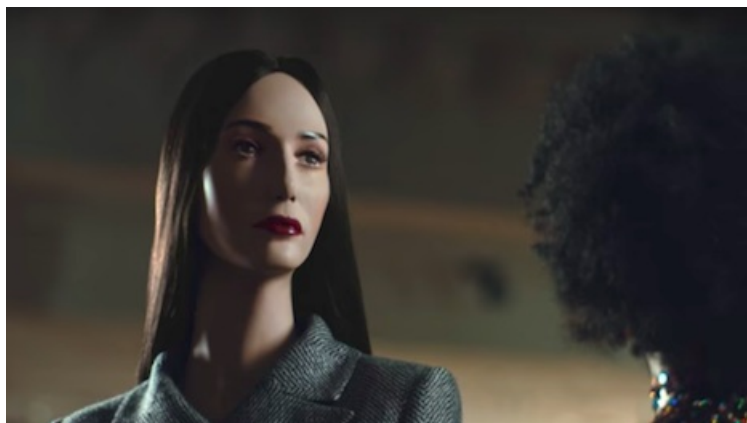


BLOG

Top 5 brand moments from last week

September 11, 2017



24 Svres' new film is directed by acclaimed filmmaker Nicolas Winding Refn. Image credit: 24 Svres

By STAFF REPORTS

Luxury marketers work to exude a fabulous, jet-set and cultured lifestyle through product offerings, campaign communications and services to set their brands apart from the masses.

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As advocates of the arts, film campaigns and out of home advertisements by luxury brands must maintain allure, which also goes for products, even if the label includes foul language to make a point. Likewise, how brand partners are supported and represented, in addition to the level of service provided by retailers, is increasingly necessary to attract discerning clients.

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

24 Svres, the online shopping extension of French department store Le Bon Marché, is celebrating the fall season with a surreal musical short film called "Where Fashion Comes to Life."

Directed by auteur Nicolas Winding Refn, the short film follows the mannequins of LVMH-owned Le Bon Marché in Paris as they slowly start to come to life in the middle of the night. The video is the first major campaign for the online store, which was launched only a few months ago ([see story](#)).



Barneys collaborating with neighboring Calvin Klein on its window displays. Image credit: Barneys

Retailer Barneys New York is celebrating designer Raf Simons' first collection for U.S. fashion label Calvin Klein with a city block-long window display.

Barneys' Madison Avenue department store neighbors Calvin Klein's boutique, and for the first time, the monobrand retailer will extend its window displays outside its own footprint. Mr. Simons' debut at Calvin Klein has generated a lot of buzz since the designer left Dior in 2015 after less than four years at the French atelier ([see story](#)).



Sample of DFS' WeChat mini program. Image credit: DFS

Exclusive to San Francisco International Airport, LVMH-owned travel retailer DFS Group has launched a mini purchasing program powered by Chinese messaging application WeChat.

DFS' mini purchasing program launched on WeChat Sept. 1, ahead of the busy Labor Day holiday weekend, and targets travelers who prefer to shop via mobile, rather than stop into a duty-free shop. WeChat introduced the mini program in January to create rich experiences for its users who turn to the app for commerce and communication.

The WeChat mini program allows users to discover and pre-order products based on their location ([see story](#)).



Behind-the-scenes to prepare for the Gucci Bloom Art Wall. Image credit: Gucci and Coty

Kering-owned fashion house Gucci is continuing its out of home efforts in New York and Milan with an art wall dedicated to its latest fragrance, Bloom.

Gucci Bloom, a license of Coty, is the first scent brought to market by the brand's artistic director Alessandro Michele. The fragrance profile builds off Mr. Michele's Gucci Garden concept and the aesthetic he has brought to the Italian fashion house since he took artistic control in 2015

The Gucci Bloom murals are found on Lafayette Street in New York's SoHo and on Milan's Largo la Foppa in the Corso Garibaldi district. Both spots have been used by Gucci before to display its artistic collaborations ([see story](#)).



Tom Ford's Fucking Fabulous fragrance. Image credit: Tom Ford

U.S. fashion label Tom Ford is ensuring its enthusiasts smell "expletive" fabulous thanks to a new limited-edition fragrance.

Tom Ford's fragrance division is extremely lucrative, and its newest addition lets wearers feel "Fucking Fabulous," which doubles as the scent's name. While some consumers may be put off by the fragrance's profane name, the brand will certainly get oodles of press for the limited-edition scent ([see story](#)).

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