

BLOG

Top 5 brand moments from last week

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Daniel "Dapper Dan" Day for Gucci's fall/winter 2017 men's tailoring. Image credit: Gucci, photo by Glen Luchford

By STAFF REPORTS

The definition of exclusivity has changed alongside consumer behavior and points of interest, giving luxury the opportunity to respond accordingly.

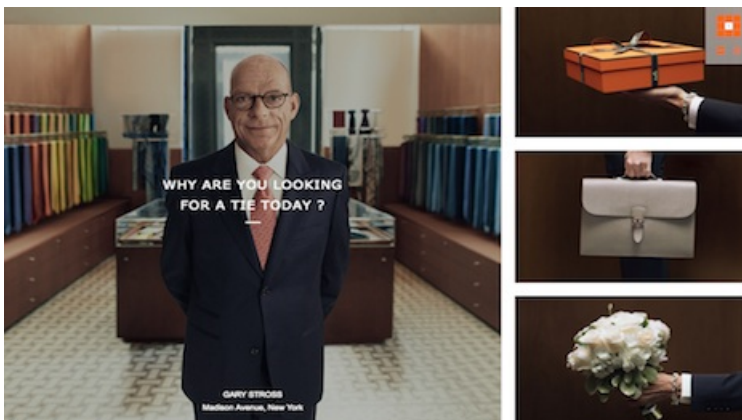
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Luxury brands must stay fluid despite the constant onslaught of changes brought forth by evolving sentiment, expectations and digital technologies. Instead of becoming stuck in the past, luxury brands have jumped at the chance to develop exclusive programs, partnerships and produce content that maintains positioning.

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

Italian fashion house Gucci is making amends with Harlem, NY-based designer Daniel "Dapper Dan" Day by supporting the tailor's work and casting him in a global menswear campaign.

Gucci recently was accused of copying Mr. Day's bomber jacket with puffed sleeves and Louis Vuitton's monogram designed for Olympian Diane Dixon. When the Internet caught wind of the design, Gucci creative director Alessandro Michele had to explain that he was not ripping off Mr. Day, but rather paying homage to his design ([see story](#)).



A Madison Avenue sales associate is featured in Hems' 'If the Tie Fits'. Image credit: Hems

French lifestyle brand Herms is asserting itself as an authority on silk tie purchasing with a video series that offers an interactive purchasing guide.

Gary Stross is the tie specialist at Herms' Madison Avenue store in New York and is also the face of the brand's unique digital campaign that asks the question, "Why are you looking for a tie today?" A series of three videos will give shoppers insight on what to buy, but while the campaign is informational, the brand leaves room for a little bit of zaniness ([see story](#)).



La Compagnie offers exclusive unlimited travel pass

French business-class-only airline La Compagnie is creating an opulent and exclusive program convenient for frequent travelers.

La Compagnie is allowing members to purchase a pass that will grant them unlimited travel between New York and Paris. However, the program will only be offered on a first-come, first-serve basis with only 10 passes available, keeping the experience highly exclusive ([see story](#)).



Nordstrom's new magalog replaces its older traditional digital catalog. Image credit: Nordstrom

U.S. department store chain Nordstrom is venturing into the world of digital publishing with the release of the first issue of its new online magazine, called simply "n."

The digital publication is a combination of editorial and catalog aspects, bringing customers not just images and prices of new products, but also putting those goods in the context of outfits and seasons. Nordstrom joins the many upscale retailers who now publish their own digital magalogs ([see story](#)).



Ralph Lauren's show takes place in a garage upstate

U.S. lifestyle brand Ralph Lauren weaved an interactive story leading up to its New York Fashion Week presentation through Instagram, intertwining storytelling with see-now, buy-now, as well as behind-the-scenes content.

The designer took on two rising trends in fashion week, hosting its runway presentation outside of New York and focusing on see-now, buy-now. However, Ralph Lauren is making a stronger impact with its use of Instagram Stories and unique interpretations of the trends ([see story](#)).

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