

BLOG

## Top 5 brand moments from last week

October 2, 2017



*Burberry's app now lets users project Burberry designs onto their surroundings. Image credit: Burberry*

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By STAFF REPORTS

Luxury brands know that the key to attracting affluents is unique, with many marketers adopting strategies that stand out as something different and involve consumers.

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This past week, this was demonstrated with a variety of brands taking on new endeavors to have fun with consumers. Partnerships and digital helped brands establish unique takes on marketing and retail.

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



*2018 Audi RS5 Coupe*

German automaker **Audi** pioneered the auto marketing world by taking on a lesser used social media channel, Reddit, with a special new series.

On the message board-like social media platform, Audi established a new series it is has dubbed "the world's fastest AMA," which stands for "Ask Me Anything." The series features interviews with guests while they are strapped into the passenger seat of a 2018 TT RS as it is driven around Willow Springs Raceway ([see story](#)).



*BMW X2 on the streets of Milan. Image credit: BMW*

German automaker BMW introduced the X2 model prior to its 2018 market debut on the streets of Milan during the Italian city's fashion week.

By taking to the streets during Milan Fashion Week Sept. 20-25, BMW was able to generate awareness for its upcoming model's debut. Designed for an urban jungle environment, the X2 is BMW's latest sports activity coupe in the X model family ([see story](#)).



*Burberry's app now lets users project Burberry designs onto their surroundings. Image credit: Burberry*

British fashion brand Burberry worked with Apple's newly unveiled augmented reality tool kit to create an application designed to cater to tech-savvy fashion lovers.

At Apple's recent event unveiling the new line of iPhones, the company spent a significant amount of time talking about the new models' emphasis on augmented reality as well as the ARKit to help developers create AR apps. Burberry is the first major luxury brand to make use of this new feature with a new app ([see story](#)).



*Neiman Marcus look book photo featuring Dior. Image courtesy of Neiman Marcus*

Department store chain **Neiman Marcus**' fall shoe and handbag campaign costars the latest fashions and a group of furry friends.

For its seasonal catalog, the retailer teamed up with photographer Elias Weiss Friedman, whose Instagram handle @TheDogist celebrates man's best friend. This lighthearted approach to catalog imagery incorporates high fashion

into Mr. Friedman's style of canine shots ([see story](#)).



*Shoppers can view crystal accessories in virtual reality. Image credit: Mastercard*

Precision-cut crystal maker Swarovski is working with Mastercard for its latest retail innovation, a virtual reality shopping application for home decor.

The app will allow customers to view crystal accessories for their homes in three dimensions, all through their smartphones. The partnership shows that even with augmented reality's dominance, virtual reality can still be a powerful tool for brands and retailers in all categories ([see story](#)).

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