

BLOG

Top 5 brand moments from last week

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Balenciaga Crocs for spring 2018 in pink. Image credit: Crocs

By STAFF REPORTS

One of the most exciting things about a collection launch is how brands can bring together influences from different areas and combine them into something new.

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This past week, luxury brands took that idea to heart with a number of new projects that partnered with a unique collaborator or took influence from something outside of the brand's traditional purview. From hotels to fashion, this spirit of collaboration and unexpected influences was strong throughout the week.

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

French fashion house Balenciaga put a high-fashion twist on the shoes consumers love to hate.

During its Paris Fashion Week spring 2018 presentation, Balenciaga sent models down the runway wearing footwear by Crocs. The shoe, made of a foamy substance, is a polarizing footwear choice, since the clunky design is not necessarily considered fashion-forward ([see story](#)).



Bulgari Hotel Beijing opened Sept. 27. Image credit: Bulgari

Italian jeweler Bulgari added a fourth "jewel" to its collection of high-end hotels and resorts with the opening of its Beijing property.

Bulgari introduced its hospitality brand in 2001 through a joint venture with Marriott International's Luxury Group. Bulgari's current hospitality portfolio, which leverages the service know-how of The Ritz-Carlton hotels, includes London, Milan and Bali, Indonesia ([see story](#)).



The Deep Sleep for Beauty graphic novel was created to promote The Christian Louboutin x Sabyasachi capsule. Image credit: Christian Louboutin

Footwear designer Christian Louboutin traveled from Paris to Kolkata, India to present an exclusive, ultra-limited-edition capsule collection for men and women.

Christian Louboutin's latest project sees the footwear brand partner with Indian haute couture designer Sabyasachi Mukherjee, a favorite of Bollywood stars. The capsule, which marks the third collaboration between the two designers, includes one-of-a-kind and some made-to-measure styles in sari fabrics from Mr. Mukherjee's personal collection ([see story](#)).



Twilly d'Herms. Image credit: Herms

French leather goods house Herms gave its U.S. online flagship a new look that brings together an editorial perspective and ecommerce.

Herms' new Web site was tested in Canada this summer and launched in the United States in October. While holding onto some of the playful personality traits that are hallmarks of its brand, the new digital storefront presents a cleaner, easily navigable browsing experience ([see story](#)).



Stella McCartney's fall/winter 2017 campaign tackled consumption. Image credit: Stella McCartney

British label Stella McCartney joined forces with The RealReal to market the reusability of luxury fashions, prompting consumers to get on board with the circular economy.

To celebrate the first edition of National Consignment Day, an official holiday founded by The RealReal, Stella McCartney will be promoting the resale of clothing through its boutiques. With concerns about the environmental impact of the apparel business rising, secondhand sales are one tactic to combat the fashion's footprint ([see story](#)).

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