

BLOG

## Top 5 brand moments from last week

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*Coach, Inc. is transitioning to Tapestry. Image credit: Coach*

By STAFF REPORTS

Luxury brands of a certain age often turn to their own histories for a source of inspiration.

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Whether it takes the form of a commemorative book, a retrospective exhibit or just a new take on a classic design, heritage brands have had great success mining their own past. This past week, brands expressed that historical knowledge in a number of ways.

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



*Chaumet has released a second box-set of books. Image credit: Chaumet*

LVMH-owned jeweler Chaumet is delving into its history of parties, photography and art through a trio of books.

Published by Assouline, the slipcase set of three volumes is penned by three different authors, who explore the more than 200-year-old house through a particular lens. Despite consumers' growing consumption of digital content and brands' increased attention toward producing it, print still holds a valuable place in celebrating brand heritage ([see story](#)).

U.S. fashion group Coach, Inc. is changing its name to Tapestry as it seeks to further the transformation of its

business into a portfolio of brands.

In just three years, what was formerly a company with the singular Coach brand has added to its holdings with the acquisitions of Stuart Weitzman and Kate Spade. Effective from Oct. 31, the Tapestry name is meant to evoke the individuality and the "collective beauty" of the group's labels ([see story](#)).



*Still from Max Mara's A Coat Tales video. Image credit: Max Mara*

Italian fashion label Max Mara is telling a charming vignette that reveals a magic power in all of us.

A new spot for Max Mara is filmed fairy-tale style, with a young lady telling the story of a woman named Clarissa who was able to create magic using the power of compassion. Max Mara's "A Coat Tale," created with New York Times' T Brand Studio, tells the story of two women and their unfortunate run ins while walking, as each models various apparel from the brand ([see story](#)).



*Prada Rong Zhai. Image credit: Prada*

Italian fashion house Prada is paying homage to Chinese architectural heritage with the restoration of a 20th century mansion.

Named Prada Rong Zhai, this new Shanghai center for the brand officially opened with a live-streamed fashion show on Oct. 12. While Prada's activities may center on fashion, the label also pursues architectural preservation and innovation, with this project focused on the former ([see story](#)).



*Adam Levine for YSL Beauty's Y. Image courtesy of L'Oral*

YSL Beauty has picked recording artist, actor and presenter Adam Levine to act as the U.S. ambassador for its latest scent for men.

Best known for being the lead singer of Maroon 5 and a coach on competition reality show "The Voice," Mr. Levine will serve as the face of YSL's Y fragrance. The performer, who boasts an Instagram following of about 10 million, was chosen for his multifaceted talent, popularity and personality ([see story](#)).

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