

MARKETING

## Top 5 brand moments from last week

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*Adwoa Aboah for John Hardy's "Made for Legends" campaign. Image courtesy of John Hardy, photo by Luis Ruiz*

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While the multitude of platforms has been at the forefront of marketing with luxury brands, content took the reigns last week with luxury brands taking on unique ideas with their branding material.

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Through a variety of formats, channels and platforms, luxury marketers are appealing to consumers through interesting content that grabs the eye. Social issues and breath-taking landscapes are just a few of the of content subjects used to appeal to consumers last week.

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



*Rufus Barkley chose his grandmother as one of the subjects of his California shoot. Image credit: Barneys New York*

Department store chain Barneys New York gave a student photographer real-world fashion shoot experience through a new competition.

Rufus Barkley, a senior at the School of Visual Arts, won the Barneys New York Foundation's first Perfect Shot competition, earning him the chance to shoot a digital look book for Barneys' Web site. Education is one of the pillars of Barneys' eponymous charitable foundation, as the retailer looks to be a force in nurturing the fashion industry's next generation of talents ([see story](#)).



*The short film uses a heavy black-and-white motif. Image credit: Kamar & the Bugged Mind Crew*

Givenchy Beauty, among other brands, teamed up with the musical and artistic collective known as Kamar & the Bugged Mind Crew for a new music video for the group's single, "Mary."

The video, which has been hosted on Givenchy's social media channels along with others, is filmed with input from the brand's artistic director Nicolas Degennes, featuring his trademark thick black textures and materials. This collaboration also shows Givenchy Beauty branching out into more artistic and avant-garde projects that are not meant to translate immediately into commercial benefit ([see story](#)).



*Harrods' VR experience will last until the end of October. Image credit: Harrods*

London department store Harrods promoted its globetrotting He Who Travels menswear effort with a virtual reality twist on the standard campaign film.

The retailer is hosting an in-store virtual reality experience until the end of October developed in partnership with Oculus. The campaign shows the staying power that virtual reality has had this time around, as previous resurgences of the technology have not been embraced by brands the way VR has in the last few years ([see story](#)).

Jeweler John Hardy positioned its pieces as an empowerment tool through a campaign that speaks to feminine strength.

The brand's new "Made for Legends" platform centers on the idea that jewelry is more than just adornment, as it can also be a means of expression. Appealing directly to women, the effort intends to turn these female fans into purchasers themselves, subverting the traditional notion of jewelry as a gifting item ([see story](#)).



*Rent the Runway is looking to eliminate the closet. Image credit: Rent the Runway*

Online fashion rental service Rent the Runway built on its organic growth with its first brand campaign.

Since its founding in 2009, Rent the Runway has grown mostly thanks to word of mouth. Now, the service is looking to inspire consumers to join its answer to the fashion sharing economy through a national campaign ([see story](#)).

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