

BLOG

## Top 5 brand moments from last week

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*Moncler x Poldo Dog Couture's Mondog collection. Image credit: Moncler*

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By STAFF REPORTS

Native advertising is becoming a vital ingredient needed to connect with consumers, whose attention spans are now smaller than ever.

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A wide range of channels allow for luxury brands to connect with consumers through seemingly organic content. Last week, this trend was extremely prevalent along with a wide range of other unique branding initiatives that tapped partnerships to make a bigger impact.

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



*The Black Panther Inspired LC concept coupe is a celebration of the Black Panther and Wakanda. Image credit: Lexus.*

Toyota Corp.'s Lexus built on its relationship with comic book and film group Marvel by taking its collaboration to the next level with an inspired concept model.

The automaker celebrated its partnership with the superhero film "Black Panther" by creating two new vehicles that represent the film. A fictional material named Vibranium is the inspiration for the look of the reimagined LC Coupe, which sees the car glowing in a vibrant blue ([see story](#)).



*The Macallan AR app is available for Apple iOS11 devices. Image credit: The Macallan*

Scottish distiller The Macallan developed an immersive augmented reality application to educate consumers on the differences between two distinct whiskies.

By using The Macallan AR app, consumers learn what differentiates the distiller's Sherry Oak 12 Years Old and the Double Cask 12 Years Old, an experience likely to be enjoyed by both experienced and novice Scotch enthusiasts. Augmented reality's use has been explored in a variety of industry sectors, most often as a teaching tool that heightens experience through interaction ([see story](#)).



*Mercedes-Benz vehicles will be featured in the upcoming movie. Image credit: Mercedes-Benz*

German automaker Mercedes-Benz integrated a few of its newer models into an expansive native marketing campaign centered on Warner Bros.' upcoming blockbuster, "Justice League."

In addition to television and digital video ads surrounding the movie, three of Mercedes-Benz's new models will play an integral role in the movie's plot itself. This level of native marketing in a blockbuster film shows a level of confidence from Mercedes-Benz that suggest further high-profile partnerships may be profitable for luxury brands ([see story](#)).

French-Italian apparel brand Moncler made sure even man's best friend is dressed appropriately for the winter months.

Moncler teamed with Poldo Dog Couture on a collection of made in Italy jackets and sweaters for canine companions. Dog-dedicated dressing is quite popular due to the cuteness factor as well as affluent consumers wishing to include their favorite brands in all aspects of their daily lives ([see story](#)).



*Mulberry's work with Refinery29 emphasizes the Amberley bag's versatility. Image credit: Mulberry*

British fashion brand Mulberry came together with Refinery29 for a unique promotion that sees the employees of the lifestyle Web site taking on the role of models for a series of short video spots.

In each of the five videos, a different member of the Refinery29 team models one of Mulberry's new handbags, the Amberley, along with a short interview about their style and predictions for the upcoming season. The campaign is unique in that it is making the creators of content on Refinery29 into the stars of the show ([see story](#)).

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