

BLOG

Top 5 brand moments from last week

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Hugo Boss' digital showroom. Image courtesy of Hugo Boss

By STAFF REPORTS

In the modern retail world, online and offline channels are continuously being blurred.

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Last week saw more than a few brands embracing this evolution with campaigns and initiatives designed to make the in-store experience more engaging, simple and memorable through the integration of digital tools. From digital showrooms to social-media-enhanced pop-up shops, luxury brands have fully embraced omnichannel retail.

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



Armani's Lip Magnet is among the products featured in the Armani Box pop-up. Image credit: Armani Beauty

Giorgio Armani Beauty is bringing its pop-up Armani Box concept to the United States for the first time.

The traveling experience immerses visitors in the Armani Beauty universe, giving them the opportunity to have their makeup done by a brand representative or snap a picture in a photo booth. Beauty brands are increasingly striking out into their own bricks-and-mortar locations, taking the in-store experience beyond the department store counter ([see story](#)).



Cara Delevingne for Burberry. Image courtesy of Burberry

British fashion label Burberry is debuting its gifting collection with a synth-pop infused campaign.

Starring model-actor Cara Delevingne and actor Matt Smith, Burberry's campaign shows the duo in a bouncy wintry film. Released as Burberry chief creative officer Christopher Bailey announced his exit from the label, the nostalgic ads promote the last gifting collection that will be launched with the designer at the helm ([see story](#)).

German fashion label Hugo Boss is altering the showroom experience with a digital application.

Starting with its pre-fall 2018 press and trade appointments on Oct. 27 in Berlin, the brand is now showcasing its collections via a 65-inch touchscreen that allows the user to view the collection and place orders directly. Expected to offer the brand more flexibility and streamline the appointment, this launch expands on other similar digital showroom integrations ([see story](#)).



Prada's resort 2018 "Perspectives" campaign. Image credit: Prada

Italian fashion house Prada is situating its resort collection in between past and present courtesy of an architectural backdrop.

The latest chapter in the brand's Prada 365 effort, which favors multiple vignettes over a single seasonal campaign, finds model Kris Grikaite posing in Prada's sportswear-infused designs in front of a Belle Epoque building. Apparel brands often associate themselves with architecture, merging two distinct fields over a shared passion for design ([see story](#)).



K-pop idol Krystal goes on the run from paparazzi. Image credit: Tod's

Italian leather goods company Tod's has created a new paparazzi-themed campaign with K-pop idol Krystal.

In the short film created for the brand's fall/winter collection, Krystal is pursued through Florence by a persistent paparazzo who tries to snap photos of her wearing clothing from Tod's. This collaboration marks another project the brand has taken on with Krystal and cements her as a frequent muse for Tod's marketing ([see story](#)).

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