

MARKETING

## Top 5 brand moments from last week

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*Pepper stands at 4-feet tall, can tell stories and help guests with a slew of inquiries. Image credit: Mandarin Oriental*

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Innovation, film and technology are three themes that luxury brands need to take into consideration in today's marketing climate.

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Last week, multiple brands took these strategies into consideration with a series of initiatives to establish their branding. Robotics, VR, film and personalization are a few of the tactics luxury brands used last week.

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



*Chlo's fairytale*

French fashion house Chlo began a new chapter of a fairy tale through a partnership and unique narrative.

"Runaway Baby" is a film series from Chlo made in partnership with mytheresa.com, created by a rising filmmaker. The story of a girl entering an enchanting but seemingly abandoned cottage is told in video chapters to tout an exclusive collection for mytheresa.com ([see more](#)).



*Christie's VR walkthrough in its saleroom*

As virtual reality becomes prevalent in branding, auction houses are adopting the strategy to better serve its global consumer base.

Auction house Christie's, for example, has recently created a virtual walkthrough for its latest photography exhibit that expands the reach of its salesroom, by allowing those at home the same experience without stepping foot on-site. A highly interactive virtual walkthrough allows users to view and appreciate its inventory of work for sale ([see more](#)).



*Diners being served in Claridge's Foyer and Reading Room. Image credit: Claridge's*

London hotel Claridge's brought guests into its kitchens with its debut cookbook.

Published by Hachette Book Group, "Claridge's: The Cookbook" celebrates the 164-year history of the famed London hotel on Mayfair's Brook Street. Hoteliers and retailers often develop cookbooks to continue the in-house experience for guests who have had memorable visits, with culinary delights often being a hook to reconnect and plan a return ([see more](#)).



*Pepper stands at 4-feet tall, can tell stories and help guests with a slew of inquiries. Image credit: Mandarin Oriental*

The Mandarin Oriental, Las Vegas appointed a humanoid robot as the newest member of its staff.

Developed by Softbank Robotics Europe, a French Societ par Actions Simplifie" company, Pepper works as a technical ambassador at Mandarin Oriental's Las Vegas hotel property. Nearly all industry sectors have begun to toy with artificial intelligence-powered tools and services to better engage with and respond to consumers and their

needs ([see more](#)).



*Mercedes-Benz soothes the king of the jungle*

German automaker Mercedes-Benz showed how to tame the King of the Urban Jungle with its new S-Class model in its humorous new spot.

In a comedic vignette, Mercedes shows off its comfort control in the S-Class and how it can turn the driver's day around. Following the day of the King of the Urban Jungle, who is in control of a successful startup, Mercedes shows how it can tame even the most furious of beasts ([see more](#)).

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