

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](#)).



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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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