

BLOG

Top 5 brand moments from last week

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Calvin Klein x Amazon Fashion pop-up in Santa Monica, CA. Image courtesy of Calvin Klein

By STAFF REPORTS

As digital experiences begin to be a discovery point for many consumers, luxury has turned to physical retail to reinforce a brand's ethos in a tangible manner.

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While digital is vital to luxury businesses, physical retailing should not fall by the wayside, and instead it should complement what is communicated online through an in-store experience. Despite consumers' desires for high-touch experiences, innovative selling methods have the ability to drive interest in the highly competitive luxury space.

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

U.S. fashion label Calvin Klein is teaming up with Amazon Fashion for a tech-infused, content-centric holiday retail concept.

The partnership spans in-store and online, with two pop-up shops and an online brand store selling merchandise that includes Amazon exclusives. Open through Dec. 31, the partnership appeals to shoppers' increasingly digital holiday buying behavior ([see story](#)).



Estee Lauder worked with Google to create the new nightly skincare app. Image credit: Google

With voice assistants on the rise, beauty marketer Este Lauder is embracing this new trend by collaborating with Google on personalized voice-activated tool for Google Home.

Through the new tool, called the Este Lauder Nighttime Expert application, customers can get personalized beauty tips and recommendations, curated by the brand, delivered to them just by asking their Google Home device. Beauty is a sector that can make great use of voice assistant technology due to customers often using both hands and looking in the mirror while applying cosmetics ([see story](#)).



Image from Gucci Bloom campaign. Image credit: Gucci

Italian fashion house Gucci is embracing the growing trend of blending retail and hospitality with an upcoming opening.

The Gucci Garden will be open from Jan. 9 in Florence's Piazza della Signoria, inviting consumers to shop, dine and view installations. As retailers look to differentiate online and offline shopping, bringing in experiences that go beyond the commercial can help immerse consumers in a brand ([see story](#)).



Harrods' newly renovated Roastery and Bake Hall. Image courtesy of Harrods

British department store Harrods has unveiled the first phase of the renovation of its Food Halls with the opening of a new Roastery and Bake Hall.

Dubbed "The Taste Revolution," Harrods' two-year remodel plan marks the first major update to its culinary department in three decades. With its roots as a grocer, Harrods is looking to create food concepts that will make it ready for the future ([see story](#)).



Pat McGrath Labs launches new collection with Maggie Lindemann. Image credit: Path McGrath Labs

British makeup artist and beauty label Pat McGrath Labs is ushering in a new era of retail, which combines music and products for a highly tailored purchasing experience through innovation.

Music-streaming platform Spotify is crossing a major line into retail, which will allow users to purchase products related to an artist of interest without having to leave the application. The new line of Pat McGrath Labs will be touted through a partnership with recording artist Maggie Lindemann, in both marketing and retail ([see story](#)).

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