

BLOG

Top 5 brand moments from last week

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Maserati has appointed Accenture Interactive as its global experience agency. Image credit: Maserati

By STAFF REPORTS

As millennials continue to grow into the main force of consumers for luxury, auto brands are beginning to shift marketing tactics to better reflect this changing of demographics.

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New technology, particularly in the form augmented reality, has played a key role in the development of new types of luxury marketing. Additionally, collaborations between brands across sectors is a great way to target young consumers who have a holistic approach to the kinds of products they buy.

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



The Bugatti Type 390 is modeled after the Bugatti Chiron. Image credit: Parmigiani Fleurier

In celebration of French automaker Bugatti's new \$3 million model, Swiss watchmaker Parmigiani Fleurier is releasing its own high-performance product, the Bugatti Type 390 watch, to coincide with the release of the new vehicle.

Bugatti's Chiron is the latest supercar from the auto manufacturer and comes with an impressive list of specs. Parmigiani is hoping to capture the attention of some of Bugatti's enthusiastic customers by releasing a commemorative watch that is meant to act as a companion to the car itself ([see story](#)).



Farfetch consumers can personalize the Fendi Kan I F handbag. Image credit: Farfetch

Italian fashion house Fendi is providing consumers with a sense of individuality through a customization effort available via ecommerce retailer Farfetch.

Fendi has teamed with Farfetch to allow consumers to personalize the Kan I F handbag through more than 120 possible combinations of colors, hardware and add-ons. Handbags are commonly referred to as the most personal aspect of a woman's wardrobe, as a style can work to define her personality traits while also echoing a statement, which makes customization an appealing offering ([see story](#)).

Italian automaker Maserati is reimagining its customer experience strategy to boost sales and brand equity around the world.

Maserati has appointed Accenture Interactive as its global experience agency to support the end-to-end customer journey. Accenture Interactive will be responsible for Maserati's digital brand strategy, advertising, content product, campaign management and analytics services ([see story](#)).



Range Rover's SVAutobiography. Image credit: Land Rover

British automaker Land Rover has unveiled its most-expensive Range Rover model to-date.

The Range Rover SVAutobiography made its debut on the eve of the 2017 Los Angeles International Auto Show, but will only be available for purchase in Europe. The SVAutobiography model combines craftsmanship and technology to create the pinnacle of luxury mobility and high-end experience for both the driver and passengers ([see story](#)).



Swarovski is partnering with AR app maker Perfect Corp. Image credit: Swarovski

Precision-cut crystal maker Swarovski is allowing consumers to give themselves an instant makeover through a collaboration with Perfect Corp.'s YouCam.

With YouCam Makeup and YouCam Fun, the brand is launching a holiday augmented reality experience that allows consumers to try on makeup looks embellished with crystals and Swarovski creations. YouCam has become a popular partner for luxury beauty brands such as Lancme and Este Lauder, but this hybrid jewelry and makeup experience is the first of its kind for the app ([see story](#)).

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