

BLOG

## Top 5 brand moments from last week

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*Cline's spring/summer 2018 campaign. Image credit: Cline*

By STAFF REPORTS

Little by little, luxury brands have made leaps and bounds in terms of adopting technologies to better their business strategies.

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For fashion house Cline this meant launching its first ecommerce venture, but for fellow LVMH-owned brands these advancements included artificial intelligence and conversational commerce. Online retailer Moda Operandi demonstrated the clout ecommerce has on the retail landscape and Missoni used an online exclusive to stand up for female empowerment.

Here are the top 5 brand moments from last week, in alphabetical order:

France's Cline is the latest luxury label to launch ecommerce, marking a further shift in strategy for the digital laggard.

The LVMH-owned brand opened online selling to customers in France on Dec. 5. Until recently, Cline's online presence was limited, with no social media and a minimalist Web site, but lately the house has been embracing digital ([see story](#)).



*Louis Vuitton created its Virtual Assistant with Mode.ai. Image credit: Louis Vuitton*

French leather goods house Louis Vuitton is extending the luxury experience through a Facebook instant messaging chatbot.

Louis Vuitton's Virtual Advisor is reflective of its dedication to maintaining direct connection with consumers throughout the purchasing journey. A number of brands have launched artificial intelligence-powered chatbots to guide consumers through the online purchase decision as well as respond to inquiries and recommend products ([see story](#)).



*Each Missoni x Erica Laurell doll wears a pink pussy hat. Image credit: Missoni*

Italian knitwear brand Missoni has reproduced its women's winter 2017 collection for a mini showing in support of The Circle Italia.

Missoni's winter 2017 collection has been reproduced as knit dolls by Swedish artist Erica Laurell.

Hand-picked by Missoni creative director Angela Missoni, Ms. Laurell has dressed 51 of her dolls in the Italian brand's color fashions. Each doll also wears a pink pussy hat.

The dolls will sell exclusively on Italian department store Luisa Via Roma's Web site ([see story](#)).



*Retailers are adapting to changing consumer behavior and values. Image credit: Moda Operandi*

Online retailer Moda Operandi has completed \$165 million in growth capital, which it plans to use to aid its international expansion efforts and further its technological advancement.

Since 2014, when Moda Operandi held its last funding round, the company's business has grown more than 3.5 times. This latest round brings Moda Operandi's total investments to more than \$297 million ([see story](#)).



*Mot Hennessy Champagnes stand with Amazon Alexa. Image credit: Mot Hennessy*

Mot Hennessy USA has developed a "Bottles and Bubbles" skill for Amazon's virtual assistant Alexa to educate consumers about Champagne at home.

A number of brands and retailers have created skills for Amazon Alexa as a way to tap into the artificial intelligence trend by curating digital-enabled experiences. Mot Hennessy, the spirits division of luxury goods group LVMH, has been boosting its digital touchpoints recently as discovery and purchases are now more apt to happen via an electronic device ([see story](#)).

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