

BLOG

Top 5 brand moments from last week

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Brands focused on last-minute holiday marketing. Image credit: Mercedes-Benz

By STAFF REPORTS

The holiday season is in high gear now with brands making last-ditch attempts to capture as much gift-giving spend as possible.

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Luxury brands from across the industry have been pushing holiday campaigns hard in the last weeks of December, relying on video and in-store promotions to drive foot traffic. Digital was an essential tool last week as brands sought to squeeze the last bit of holiday marketing in before the end of the year.

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



Cartier's new salon at Harrods is twice the size of the original. Image credit: Harrods

French jeweler Cartier has doubled the size of its selling space within London department store Harrods following an extensive redesign.

Cartier's redeveloped Harrods boutique is located in the retailer's Fine Jewelry room, an entirely new concept. Cartier's shop-in-shop took over one of the two existing Fine Jewelry rooms at Harrods, with the department itself expanding into a third salon, formerly known as the Luxury Jewelry room ([see story](#)).



Ferragamo has opened a design hub for leather goods. Image credit: Ferragamo

Italian fashion house Salvatore Ferragamo is investing in a strategy to safeguard its leather goods know-how by developing a design and prototyping laboratory.

Ferragamo has opened an artisanal center in the Osmannoro neighborhood in Florence where it will hold an open forum to promote the research of materials, the creation of style and crafting products that meet market demand. A number of brands have organized creative think tanks that rely on creativity and technical excellence as a contingency plan for luxury goods ([see story](#)).



Hugo Boss' the entrance. Image credit: Hugo Boss.

German fashion label Hugo Boss is hoping to make an entrance this holiday season with a series of vignettes that emphasize the brand's style in a unique fashion.

Hugo Boss' holiday campaign consists of an advertisement spot broken into separate videos for more dramatic effect. Coupled with its beefed up purchasing services, the fashion brand is hoping to make a powerful entrance into the holidays "in the fast lane" ([see story](#)).

German automaker Mercedes-Benz is emphasizing the futuristic characteristics of its EQ concept by contrasting the model with never-changing holiday traditions.

In a new vignette to celebrate the holidays and its electric-powered concept vehicle, Mercedes is enticing consumers to look for something different. As the world around us changes, consumers' Christmas traditions will likely stay the same ([see story](#)).



Tiffany Hardwear aviators designed, produced and distributed by Luxottica. Image credit: Tiffany

U.S. jeweler Tiffany & Co. is continuing efforts to emphasize categories outside jewelry by renewing its eyewear license agreement with Italy's Luxottica.

Tiffany's agreement with Luxottica sees the eyewear manufacturer develop, produce and distribute sunglasses and optical frames under the jeweler's brand name. Tiffany's continued relationship with Luxottica also marks a new era for its eyewear division, with creative direction overseen by chief artistic officer Reed Krakoff ([see story](#)).

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