

BLOG

Top 5 brand moments from last week

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Image from Hearst Digital's Prada Parfums effort. Image credit: Elle

By STAFF REPORTS

In the final week to usher in last-minute sales for the holiday season, luxury marketers set their sights on next year with partnerships being at the forefront of efforts.

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The last week before Christmas saw a variety of brands banding together with influencers and publishers for limited-edition products and campaigns to excite them for the coming year, and one saying farewell. Special products and videos were the key to last week's marketing trends.

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



Audi taps the imagination of kids to envision the future

German automaker Audi employed the biggest believers to help foster faith in the future of driving technology in its latest spot.

Airing in the United Kingdom, Audi used children to help spread belief in future driving technologies. The young consumers are more likely than anyone else to be open to new beliefs, which is why Audi looked to them to help nourish curiosity ([see story](#)).



Illustration of Colette. Image credit: Colette

After 20 years of reinventing retail, Parisian boutique Colette closed its doors, leaving behind a legacy.

Colette, founded in 1997, became known for its eclectic merchandising mix and brand collaborations, such as its Balenciaga takeover earlier this year. On Dec. 20, the bricks-and-mortar store on rue Saint Honor closed at 7 p.m. CET, with the ecommerce site following at midnight on Dec. 21 ([see story](#)).



Hublot's Classic Fusion Chronograph New York. Image courtesy of Hublot

Swiss watchmaker Hublot extended its relationship with the New York Giants by partnering with the football team's captain Eli Manning.

As part of a multi-year position as the Giants' official watch and timekeeper, Hublot named Mr. Manning its latest ambassador. The quarterback joins a number of other sports stars who are faces of Hublot, including soccer legend Pel, basketball player Dwayne Wade and sprinter Usain Bolt ([see story](#)).



Influencer Mr. Bags collaborated with Longchamp for Chinese New Year. Image credit: Mr Bags

French apparel and accessories maker Longchamp wielded a major Chinese force of influence on an international scale with a first-of-its-kind collaboration, celebrating the Year of the Dog in China.

Mr. Bags, one of the most-prolific influencers in China, worked with Longchamp for a milestone collaboration that will transform the brand's iconic foldable bag on a global scale. Longchamp hoped to extend the impact Mr. Bags has in China on digital to the entire world and bricks-and-mortar ([see story](#)).

Italian fashion house Prada followed the exploits of a bold girl gang in an editorial effort that speaks to the power of its perfumes.

Created by Hearst Digital and Elle by Havas Sports & Entertainment for Prada Parfums licensee Puig, a pair of short films tackles the subject of female empowerment through a branded lens. Timed to coincide with the holidays, Prada's effort encouraged brand engagement during the important shopping season ([see story](#)).

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