

BLOG

Top 5 brand moments from last week

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Valentino's spring/summer 2018 ad campaign. Image credit: Valentino

By STAFF REPORTS

After entering a new year, luxury brands were focused on making what was old new again.

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As consumers looked to reinvent themselves with resolutions, brands were pushing themselves in different directions. From a design collaboration that reimagined classics to an ad campaign that references decades-old imagery, brands dug into their own histories for modern efforts.

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



BMW 5 Series also has a variety of connected mobility services

German automaker BMW is developing new ways to control vehicle services in China by tapping Alibaba's Internet of Things (IoT) division.

While electric vehicle initiatives and driverless technology have dominated automotive brand news, consumer interest lies more with connected capabilities in their automobiles. To this point, BMW is looking to bring automotive services and experiences into IoT of the home with Alibaba Cloud ([see story](#)).



Gosha x Burberry capsule shot by Gosha Rubchinskiy. Image courtesy of Burberry

British fashion label Burberry is reimagining some of its signatures through a collaboration with designer, photographer and filmmaker Gosha Rubchinskiy.

The co-designed Gosha x Burberry capsule builds on Burberry's previous work with Mr. Rubchinskiy on a photo project and exhibition of his work at the brand's "Here We Are" installation last September. This is Burberry's second streetwear-centric design partnership in a month, allowing the brand to modernize some of its classics and reach out to new audiences ([see story](#)).



Interior view teaser of Mercedes newly designed G-Class. Image credit: Mercedes

German automaker Mercedes-Benz is demonstrating that the DNA of its G-Class is stronger than time as the model enters a new design era.

In 1979, Mercedes engineers in Graz, Germany developed the G-Class, an off-road vehicle that has since become a timeless classic in the automaker's fleet. Since its debut, the model has been adapted as a "Habemus popemobile" in 1980 and has received AMG treatment and other design tweaks that have stayed true to the original's aesthetic and DNA ([see story](#)).



Bameys shared the resolutions of 19 designers to encourage consumers. Image credit: Bameys

Retailers such as Mr Porter and Nordstrom are encouraging consumers to maintain New Year's resolutions beyond the first week of 2018 through features supporting health and wellness.

As consumers increasingly turn to self-care, healthy eating and fitness routines, nearly every luxury industry has incorporated its own stance on health and wellness to speak to shoppers' expectations and behavior. At the start of the new year, consumers often ramp up health-conscious resolutions, and messages of encouragement, recommendations and tips from favorite brands may inspire consumers to stick to reaching their goals ([see story](#)).



Image from Valentino's spring/summer 2018 campaign. Image credit: Valentino

Italian fashion label Valentino is portraying its “modern glamour” in an advertising effort starring It girl model Gigi Hadid.

For spring/summer 2017, Valentino is referencing some of its most iconic campaigns from the 1980s, putting a fresh spin on brand history. While Valentino is under different ownership and creative direction today, looking back for this campaign serves to further connect the house's past and present ([see story](#)).

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