

BLOG

Top 5 brand moments from last week

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Video still of Chloé's spring/summer 2018 campaign. Image credit: Chloé

By STAFF REPORT'S

Recently, luxury labels have been leaning on the twin crutches of collection debuts and charitable causes to drum up brand buzz.

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With new collections from designers Karl Lagerfeld and Natacha Ramsay-Levi debuting last week, brands went into overdrive banking on the big names to draw in more customers. Similarly, campaigns tied to activism brought attention to both brands and worthy causes.

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



Chanel's beauty Instagram officially launched Jan. 8. Image credit: Chanel

French fashion house Chanel is boosting awareness for its beauty offerings by creating a dedicated Instagram account.

On Jan. 5, Chanel alerted its Instagram followers that it had launched @Chanel.Beauty in a post that included a short video introduction, titled "Create Yourself," and the hashtags #CreateYourself, #ChanelBeauty and #ChanelMakeup. Other fashion houses with popular cosmetics divisions such as YSL, Givenchy and Dior all operate separate Instagram accounts for beauty-specific marketing ([see story](#)).



Video still of Chlo's spring/summer 2018 campaign. Image credit: Chlo

French fashion house Chlo is introducing its new creative director's debut campaign for spring/summer 2018 in seven takes.

Natacha Ramsay-Levi was appointed as Chlo's creative director in March, after it was announced that Clare Waight Keller had opted out of renewing her contract with the Richemont-owned fashion house. At the time of her appointment, Ms. Ramsay-Levi worked at Louis Vuitton as design director, where she acted as creative director Nicolas Ghesquire's second-in-command ([see story](#)).



Estee Lauder, Expedia team to send consumers on a dream vacation. Image credit: Expedia

Beauty marketer Estee Lauder is celebrating its founder's love for travel through a partnership with travel booking Web site Expedia.

The partnership marks the first time Estee Lauder is working with a travel brand, as it looks to strengthen its connection to consumers through an experiential opportunity. With Expedia's help, Estee Lauder will offer consumers the chance to win an experience of a lifetime to one of many destinations that inspired the beauty brand's spring 2018 gift-with-purchase collection for North America ([see story](#)).



The Karl Lagerfeld brand includes apparel, accessories, fragrance and watches, among other categories. Image credit: Hedi Slimane

Fashion designer Karl Lagerfeld is expanding the scope of his label's licensing agreements to include the creation

of a denim line for men and women.

Per WWD, Karl Lagerfeld has entered a multi-year agreement with Italian denim manufacturer Giada SpA, which makes high-end denim line Jacob Cohen, sold at Harrods and Neiman Marcus. Mr. Lagerfeld, when not busy with Chanel and Fendi, also has licensing agreements for fragrances, cosmetics, watches and engagement ring ventures under his namesake fashion label ([see story](#)).



Cycle for Survival event in 2017. Image credit: Cycle for Survival

LVMH-owned watchmaker Tag Heuer and its high-profile ambassadors will join the Cycle for Survival movement to raise money for rare cancer research.

Cycle for Survival is operated by Memorial Sloan Kettering Cancer Center with 100 percent of every dollar raised being allocated toward groundbreaking rare cancer research and clinical trials led by the treatment and research center. The organization's signature indoor stationary cycling event will take place in 16 cities across the United States in January, February and March ([see story](#)).