

BLOG

Top 5 brand moments from last week

January 22, 2018



Tamara Mellon took a stand with a new Women's March shirt. Image credit: Tamara Mellon

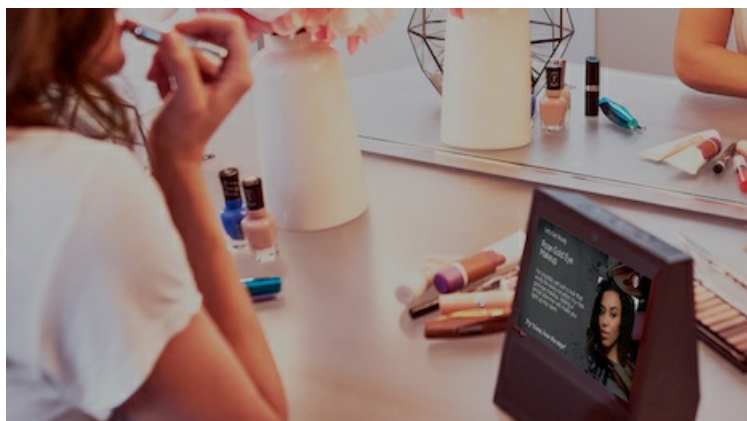
By STAFF REPORT'S

Brands are continuing to jump on the emerging technology bandwagon to present themselves as innovative in today's evolving tech landscape.

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While technology is becoming an unavoidable force for brands, material collaborations, It-girl models and family dynamics remain constant elements found in luxury marketing efforts. Increasingly, brands are taking a stand on hot-button issues, as well, and in doing so, are leaving subtly to the winds.

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



Coty Inc. looks to the future with Amazon. Image credit: Coty Inc.

Personal care group Coty Inc. is predicting a shift in the luxury market and opening a door for beauty brands to enter the untapped potential of artificial intelligence and voice control.

Coty has undergone an about face with Amazon, embracing a partnership with the recent foe in hopes to bring beauty tutorials into the future. Many experts believe that AI assistants such as Amazon's Alexa will be vital going forward, which Coty is anticipating with its new skill ([see story](#)).



Kaia Gerber is collaborating with Karl Lagerfeld. Image courtesy of Karl Lagerfeld, photo by Romain Mayoussier

Fashion designer Karl Lagerfeld turned It-girl model Kaia Gerber into a co-designer.

Launching this fall, the collaborative Karl Lagerfeld x Kaia capsule collection will feature ready-to-wear and accessories such as footwear, eyewear and jewelry. Increasingly known for their personal style outside of photo shoots and runway shows, models are taking on more creative roles in the fashion industry ([see story](#)).



Lexus look to a child in hopes to attract parents. Image credit: Lexus

Toyota Corp.'s Lexus targeted parents through the eyes of a child in its latest spot, demonstrating that while a new family vehicle is fun for everyone, not all new things elicit excitement.

The automaker is introducing a new member of its family, while its fictional familial unit in its recent commercial does the same. The new Lexus RX 350L is being promoted in a new ad that follows a young girl named Emily, as she explains that unbeknownst to her parents, the new car is actually hers ([see story](#)).



Prada teases its architectural design campaign. Image credit: Prada.

Italian fashion house Prada displayed the versatility of an iconic material by inviting four creative industrialists to develop their own product interpretations.

Popularized by its famous backpacks, Black Nylon has become an icon of Prada bags and is the focus of the brand's latest unique venture. Unveiled at the label's fall/winter 2018 menswear show, four architects and industrial designers have created uncommon product interpretations of the material ([see story](#)).

U.S. fashion brand Tamara Mellon leveraged its platform for political purposes with a new offer tied to the upcoming Women's March planned for Saturday, Jan. 21.

The 2017 Women's March was the largest single-day protest in U.S. history, with a historic amount of people coming out around the country to demonstrate against President Donald Trump's anti-women policies. Tamara Mellon is offering free shirts in exchange for customers snapping a photo of themselves at the 2018 Women's March, making a bold political statement that explicitly involves the brand ([see story](#)).

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