

BLOG

Top 5 brand moments from last week

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Gucci is dressing Elton John for his final tour. Image courtesy of Gucci, image by David LaChapelle

By STAFF REPORTS

Luxury brands are learning to take themes such as influencers and technology in marketing and take them to the next level in hopes to wow affluents and stand out from the noise.

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Celebrity and social influencers are being used in new innovative ways instead of just simple campaigns on social media platforms, extending these relationships offline this past week. Art and technology are also being incorporated in offline ways to help transform retail spaces into interactive and unique spaces.

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



Burberry's "Here We Are" exhibit in Paris. Image courtesy of Burberry

British fashion house Burberry gave Parisians a glimpse at life in the United Kingdom through a photo exhibition.

Following its run in London ahead of Burberry's September 2017 show, and a subsequent November showing in Hong Kong, "Here We Are" traveled to Paris. While tied to a runway collection that debuted last fall, Burberry's exhibit also speaks to its heritage and provides more context for its creations ([see story](#)).

Italian fashion label Gucci is giving the exclusive designer of music superstar Elton John's final world tour outfits.

The recording artist's "Farewell Yellow Brick Road" tour will kick off in September and travel the globe for the next three years. Through this partnership, Gucci will have prime placement as the musician says goodbye to his fans ([see story](#)).



Lexus LC 500 Showcased in Marvel Studios Black Panther, Image Credit: Lexus

Toyota Corp.'s Lexus is leveraging parallels between its brand and an upcoming superhero film to appeal to a cross-market fan base during this year's Super Bowl.

Expanding on its existing partnership, Lexus is supporting Marvel's "Black Panther" film ahead of its release for its Super Bowl LII campaign. The automotive brand hopes to gain the attention of football, Lexus and Marvel fans all in one spot, while leaning on luxury and innovative themes seen in all franchises ([see story](#)).



Camila Coelho closed out Ralph & Russo's couture show. Image credit: Ralph & Russo

Looking to raise the social media attention for its runway show during Paris Haute Couture week, fashion label Ralph & Russo cast an influencer in its model lineup.

Brazilian blogger Camila Coelho closed the spring/summer 2018 show on Jan. 22 in the brand's bridal gown. While many fashion labels have enlisted influencers for social media documentation of catwalks, this move by Ralph & Russo is indicative of the increasing roles these personalities are taking on via brand collaborations ([see story](#)).



Shiseido the Store's Beauty Boost Bar. Image courtesy of Shiseido

Japanese beauty marketer Shiseido opened its newly expanded store in Tokyo's Ginza neighborhood, which

includes spaces for both cosmetic sales and brand experiences.

Newly rebranded Shiseido the Store, the boutique reopened Jan. 19 allows visitors to take part in workshops, seminars and photo shoots. Along with offering a central place for consumers to explore its products, Shiseido's flagship added more square footage to cater to consumers' increasingly diverse needs ([see story](#)).

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