

BLOG

## Top 5 brand moments from last week

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Valextra's installation, *The Forest*, was designed by Kengo Kuma. Image credit: Valextra

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By STAFF REPORTS

Luxury brands do some of their best work when they bring in collaborators from outside of their wheelhouse.

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Last week, accessory brands partnered with architects and brands focused on precision-cut crystals incorporated elements of hip-hop dance and streetwear culture. While unexpected, these collaborations strengthen a brand by expanding its artistic horizons and bringing in exciting new elements.

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



Cate Blanchett is returning as the face of Armani S Passione. Image credit: Armani Beauty

Italy's Giorgio Armani Beauty is giving consumers a platform to share their passions as it launches its latest scent.

As an extension of its inspirational effort for S Passione, Armani is hosting a user-generated content campaign, allowing individuals to create their own branded videos. Armani Beauty's marketing for its S line has centered on pushing women to find their voice, a message of empowerment that this newest effort continues ([see story](#)).



*Louis Vuitton spring/summer 2018 has island vibes. Image credit: Louis Vuitton*

French leather goods maker Louis Vuitton is hitting the road to celebrate the second-to-last menswear collection designed by Kim Jones.

On Jan. 17, Mr. Jones and Louis Vuitton announced that the designer would be stepping down as men's artistic director after seven years at the LVMH flagship brand. Mr. Jones' final fall 2018 collection for Louis Vuitton was presented at Paris Fashion Week the following day on Jan. 18, his final day at the brand ([see story](#)).



*Rolls-Royce elevates the Phantom to new heights. Image credit: Rolls-Royce.*

British automaker Rolls-Royce Motor Cars is spotlighting the uniqueness of its iconic Phantom vehicle by paralleling it to the Aurora Borealis lights.

"Only when elements perfectly align can the truly miraculous occur," says Rolls-Royce of the Aurora Borealis phenomenon and its Phantom in a new short video. Touting the vehicles' exclusivity, the film pairs images of the lights and the vehicle to emphasize that "unique is rarely experienced" ([see story](#)).



*Swarovski's new collaboration is inspired by hip-hop and streetwear. Image credit: Swarovski*

Precision-cut crystal maker Swarovski is debuting a new athleisure-themed collaboration with a choreographed online dance video to be released in early February.

Swarovski is partnering with 14 other brands to create this campaign, which is called #AthleisureBeats. The hip-hop-inspired pieces will feature apparel and accessories from Swarovski and a slate of designers from the athleisure

world ([see story](#)).



*Valextra's installation, The Forest, was designed by Kengo Kuma. Image credit: Valextra*

Italian leather goods company Valextra has teamed with one of Japan's most-exciting contemporary architects for a new installation that brings a bit of the Japanese countryside to Milan.

Valextra's installation, titled "The Forest," was designed by Japanese architect Kengo Kuma and sees the brand's location on via Manzoni decorated with long thin slabs of Japanese wood and other details that call to mind a natural setting. The collaboration is the latest instance of Valextra bringing in modern architects to redesign its interiors since its previous effort, "Monochrome" by Snarkitecture ([see story](#)).

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