

BLOG

Top 5 brand moments from last week

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Paloma Faith performing at a Burberry event in Shanghai. Image courtesy of Burberry

By STAFF REPORTS

Luxury found ways to shine a spotlight on artists, whether through an open call or retrospective anthology.

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The arts and personal luxury goods labels frequently join together over a shared admiration, boosting each others' profiles in the process. Elsewhere, technology is giving brands a chance to reach consumers more directly via content and filters.

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



George Ezra performed at Burberry's "Burberry brings London to Shanghai" event. Image credit: Burberry

Christopher Bailey is commemorating his time as chief creative officer of British fashion house Burberry with a soundtrack exclusive to Apple Music.

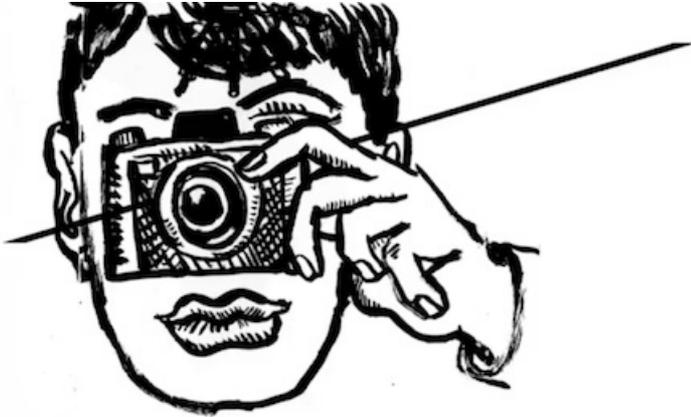
Under Mr. Bailey's creative direction, Burberry has had a long-standing relationship with music. Since joining Burberry in 2001, Mr. Bailey has incorporated music into the core of the brand's retail experience, runway presentations, events and campaigns, as well as through support of musical talent ([see story](#)).



The Amazon Echo Look is invite-only for purchases. Image credit: Amazon

As publishers work to reevaluate where media belongs in the digital landscape, Cond Nast publications *GQ* and *Vogue* will begin streamlining select content to Amazon's Echo Look.

Later this month, the Alexa-powered **Echo Look**, which includes a camera unlike other Amazon virtual assistant devices, will start to feature magazine content from *GQ* and *Vogue*. Found on the home screen of the Echo mobile application, the magazines' content will refresh weekly and be curated by Amazon and Cond Nast ([see story](#)).



J.W. Anderson's spring/summer 2018 campaign features no apparel from the collection. Image credit: J.W. Anderson

Apparel and accessories label J.W. Anderson is calling for photographers and image-makers to stand up in a campaign that lacks any fashion imagery for spring/summer 2018.

J.W. Anderson's "Your picture/Our future" campaign for spring/summer 2018 is an open call to creative minds to submit their work to the designer to be considered for an upcoming advertising effort. Namesake designer Jonathan Anderson, who is also the creative director of Spanish house Loewe, is an advocate of arts and crafts, often using Loewe's platform to support artists and curate talent ([see story](#)).



Swarovski's Rainbow Paradise collection. Image credit: Swarovski

Precision-cut crystal maker Swarovski is making every moment sparkle with help from an exclusive filter on the KiraKira+ mobile application.

KiraKira+ is a photo filter app that allows users to add an exaggerated sparkle to any light emitting material or

reflective object, such as jewelry, glass or light sources, found within the frame. Once the user takes a photo, the vibrancy and the color scheme can be adjusted through a variety of filter choices ([see story](#)).



The hotel chain's new project puts distinct, memorable experiences at the forefront. Image credit: Ritz-Carlton

The Ritz-Carlton Hotel Company is launching a new take on unique experiences with a global initiative to bring travelers the kinds of unique memories they will want to remember and share into the future.

The #RC Memories initiative sees the hotel chain bringing in collaborators and guests from across the world to all of its locations in an attempt to create unique, exciting experiences for customers, who will share those experiences online. In this way, The Ritz-Carlton is hoping to create a self-perpetuating marketing model in which one customer's experience serves as advertising to bring in more customers ([see story](#)).

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