

BLOG

Top 5 brand moments of last week

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Givenchy's Milan store has morphed into an apartment. Image courtesy of Givenchy

By STAFF REPORTS

As the luxury world becomes increasingly digitized, it is becoming more common to see the heritage names of old luxury either partnering with new start-ups or creating programs inspired by them.

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The combination of the brand value of a storied luxury house with the flexibility and knowledge of a tech start-up can make for a powerful combination. Last week, a number of brands stepped up their innovative digital campaigns in hopes of capturing the attention of younger consumers.

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



Christopher Bailey is hanging up his Burberry hat. Image courtesy of Burberry

British fashion label Burberry is expanding its ecommerce distribution through a partnership with Farfetch.

The new alliance will see Burberry technology integrated into Farfetch's API, allowing the brand's entire global inventory to be retailed via the marketplace. As ecommerce growth continues to outpace overall luxury sales, this collaboration will increase Burberry's online distribution to 150 countries ([see story](#)).



Chanel is presenting an alternative to flowers. Image credit: Chanel

French couture house Chanel is catering to women who do not define themselves as dainty in a campaign that encourages gifting of its jewelry instead of flowers this Valentine's Day.

"Not A Flower" is Chanel's latest campaign for its Camlia collection that spans a variety of platforms. With various short vignettes and images, Chanel is painting a picture of a more unconventional woman who does not play by the rules ([see story](#)).



Givenchy's Milan store has morphed into an apartment. Image courtesy of Givenchy

French fashion label Givenchy is welcoming consumers "home" as creative director Clare Waight Keller's first collections for the house hit stores.

To fete the retail arrival of its spring/summer 2018 designs, the brand has remodeled parts of its Milan store on Via Sant'Andrea into a Parisian townhouse. As brands shift to a new creative direction, the bricks-and-mortar environment can play a major role in facilitating this change ([see story](#)).



The Range Rover Sport PHEV climbed the Dragon Road in China. Image credit: Land Rover

British automaker Land Rover is rolling out a new campaign meant to emphasize the power and performance of some of its hybrid electric SUVs.

The stunt showcases the Range Rover Sport PHEV becoming the first vehicle to ascend the steep steps of the Dragon Road at China's Tianmen Mountain, a famous landmark known for a natural rock arch called Heaven's Gate. Land

Rover is hoping to win over those who are skeptical of electric vehicles by emphasizing that they can perform just as well as gas-powered cars ([see story](#)).



Monclair teases its "geniuses" on Instagram. Image credit: Moncler.

Outerwear label Moncler is unveiling a new design strategy that focuses on creativity and product at a time in which experiential marketing may have overtaken merchandise quality.

Moncler Genius is a new concept replacing the tired seasonal collection strategy with new monthly designs and social media campaigns. Starting off with the opening of its Moncler Genius building, the new idea will focus on partnerships with various collaborators who are the best in their field to enhance the brand's uniqueness ([see story](#)).

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