

BLOG

Top 5 brand moments from last week

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Chanel is embracing technology's potential for retail. Image credit: Chanel

By STAFF REPORTS

The luxury world is in flux, and part of running an effective luxury brand today is about branching out beyond comfort zones and experimenting with bold new ideas.

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Last week, luxury brands took innovative steps outside of their traditional specialties, such as auto manufacturers creating smartphones or traditional fashion houses going online. These tactics are smart moves in a luxury business that is ever-changing and that caters to a consumer base whose tastes are evolving.

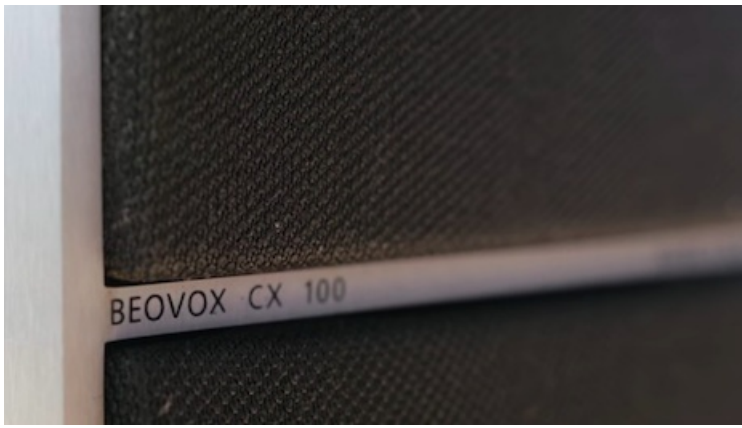
Here are the top five brand moments from last week, in alphabetical order:



In "Final Breath," a dying man realizes he still has one more experience he must have. Image credit: Audi

German automaker Audi is promoting the launch of its new RS 5 Coupe Audi Sport car with a short film about an old man realizing he still has one more experience left on his bucket list.

The short film was created in collaboration with ad agency Venables Bell & Partners and directed by Martin de Thurah, with a sleek visual style. The short film leans into the aspirational aspect of owning an Audi, positioning the new car as a must-have experience for anyone interested in modern luxury sport cars ([see story](#)).



B&O's new Beocrate project was created in collaboration with HiFiBerry. Image credit: B&O

Danish electronics and audio company Bang & Olufsen is bringing new life to the upcycling trend by letting customers upgrade its vintage, non-wireless speakers with wireless and Bluetooth connectivity.

The program is called the Beocrate and it allows customers to purchase a custom-made B&O DSP board which can be installed in vintage speakers to give them the modern wireless connections consumers expect while still remaining the warmth and sound quality of a vintage speaker. The move is part of a larger luxury trend in upcycling to give products a new life ([see story](#)).

French couture house Chanel is working with Farfetch to connect consumers' online and offline experiences through technology.

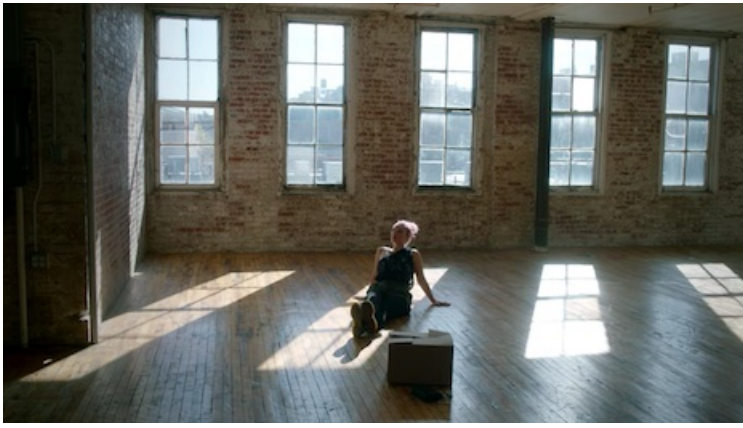
Farfetch and Chanel have signed an exclusive multi-year innovation partnership agreement that will see the partners develop customer-centric digital solutions for the brand's retail operations both in-store and online. This first-of-its-kind partnership is based on a shared vision that the future of retail hinges on "ultra-personalized experiences" ([see story](#)).



Land Rover's new smartphone is an experiment for the car company. Image credit: Land Rover

British auto manufacturer Land Rover is branching out of its traditional wheelhouse and creating a new smartphone inspired by its rugged portfolio of rough-terrain vehicles.

The Land Rover Explore is a smartphone designed by Land Rover to be taken out on any tough, rugged adventure, with enhanced capabilities focused on use while traveling through the wilderness, hiking or camping. This move represents an adventurous spirit on Land Rover's part as it seeks to branch out and experiment with new products ([see story](#)).



Miu Miu's latest Women's Tales, named "Hello, Apartment." Image credit: Miu Miu.

Prada's Miu Miu is taking an artful approach to the common saying "if these walls could talk" in its latest Women's Tales film created by a popular actress.

"Hello Apartment" is Miu Miu's latest film as part of its Women's Tales and plays on the emotions of what it is like to strike out on one's own as a young girl. The film, directed by Dakota Fanning, follows the ups and downs of a woman moving into her first apartment and all that goes on within ([see story](#)).

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