

BLOG

## Top 5 brand moments from last week

March 5, 2018



*Gucci looks to support gun control with its donation. Image credit: Gucci.*

By STAFF REPORTS

The worlds of technology and luxury are increasingly colliding, as historic houses embrace innovations in retail and on the runway.

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From drones to an unconventional pop-up shop, luxury has proven adaptable to innovation with efforts that challenge tradition. Last week, luxury brands also took up causes such as gender equality and gun control, using their platforms to bring more awareness to issues.

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



*Dolce & Gabbana's runway opened with drones. Image credit: Dolce & Gabbana*

Italian fashion label Dolce & Gabbana's fall/winter 2018 runway show opened with mechanistic models.

At the start of the Feb. 25 presentation, drones floated down the catwalk carrying handbags, allowing the focus to be on the accessories rather than an entire look. Dolce & Gabbana has previously integrated technology into its showcases, responding to the growing digitization of fashion ([see story](#)).



*Gucci's pre-fall 2018 campaign is centered on protests. Image credit: Gucci*

Italian label Gucci is joining the millions of consumers in the United States in the fight for gun control as the polarizing subject reignites.

After the traumatizing school shooting in Florida, brands and consumers are banding together to fight for more gun control in the United States, while others are opposed. Gucci is joining the cause to support restraints on firearms with a \$500,000 donation to the March for Our Lives rally, as per *Women's Wear Daily* ([see story](#)).



*Jaguar's reveal pitted its I-Pace against a Tesla Model X. Image courtesy of Jaguar*

British automaker Jaguar has premiered its first fully electric production vehicle as it looks to put pressure on other brands.

Ahead of the I-Pace's official debut at the Geneva Auto Show, Jaguar held a livestreamed preview of the car on March 1. While Jaguar is newer to the electric vehicle field, it is taking on competitors such as Tesla with stunts and statements ([see story](#)).



*Jane Walker celebrates Women's History month. Image credit: Johnnie Walker.*

As women's empowerment becomes a strong force into culture today, Scotch whisky brand Johnnie Walker is putting a feminine spin on its logo.

To celebrate Women's History Month, Johnnie Walker will be transforming its "Striding Man" logo into a female version. "Jane Walker" will be sold across the United States for the month of March, and is hoping to attract a

stronger female audience ([see story](#)).



*Omega's pop-up in Paris sells the brand's Nato straps. Image credit: Omega*

Swiss watchmaker Omega is encouraging consumers to mix and match in a pop-up shop devoted to accessorizing its timepieces.

Located at 11 Rue Debelleye in Paris, the temporary storefront features an interactive screen through which visitors can explore and shop the brand's Nato straps. This first of its kind concept reflects the growing digitization of the watch business, as more brands embrace retail formats beyond bricks-and-mortar ([see story](#)).

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