

BLOG

Top 5 brand moments from last week

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Hublot is partnering with Lapland Ice Driving. Image courtesy of Hublot

By STAFF REPORTS

If selling luxury is all about building a lifestyle, then luxury cars are an indelible part of that package.

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Last week saw many partnerships between lifestyle and apparel brands and luxury auto manufacturers. These mutually beneficial arrangements allow brands to create a holistic aspirational lifestyle that customers will eagerly seek out.

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



Armani joins wood and water together in latest fragrance installment. Image credit: Armani

Italian label Armani is diving into the inner strength of man with a new fragrance campaign that puts visual notes to its scent.

Merging wood with water, Armani's marketing for Acqua di Giò Absolu is focusing on a visual representation of the notes in the fragrance while focusing on masculine themes. A new film supports this idea and shows a man aligning with nature to display his inner strength ([see story](#)).



Tag Heuer is linking with Aston Martin. Image courtesy of Aston Martin

Swiss watchmaker Tag Heuer and Aston Martin are drawing on their shared passion for motorsports for a new alliance.

Tag Heuer has been named the official watch partner of Aston Martin, a position that includes placement on the automaker's race cars. Both Aston Martin and Tag Heuer have a history of testing out new innovations on the track, which the partners expect to lead to a synergistic collaboration ([see story](#)).



Jama Cyrus has been selected for next BMW Art Journey. Image credit: BMW.

German automaker BMW is furthering its commitment to supporting up-and-coming artists as part of its Art Basel participation.

Judges picked artist Jamal Cyrus unanimously as its latest Art Journey winner from a group of three finalists. For BMW, the artist will now be taking a journey around Africa, Europe and the Americas to gain inspiration for his work and learn about the cultural hybrids that have formed from interactions between these different continents ([see story](#)).



Hublot is partnering with Lapland Ice Driving. Image courtesy of Hublot

Swiss watchmaker Hublot is taking its timekeeping capabilities to an icy motorsport experience.

The brand is partnering with Lapland Ice Driving, which replicates Formula One tracks on an iced-over lake in Sweden, putting drivers behind the wheel of modified Ferraris. As the watchmaking partner of Ferrari, this wintry

association will further Hublot's existing presence in automotive sports as well as its relationship to the supercar marque ([see story](#)).



Tom Ford's Extrme beauty collection. Image credit: Tom Ford

U.S. fashion label Tom Ford is going to extreme lengths to promote its latest highly pigmented beauty line in a cinematic spot that views more as an exciting print campaign come to life.

Tom Ford's brand has always been rooted in the mindset of daring to be different, and the same goes for its beauty line and newest collection, dubbed Extrme. A series of campaign content has been released alongside the products that shows models Karen Elson and Imari Karanja in an avant-garde elevator ride that takes the women to new heights ([see story](#)).

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