

BLOG

Top 5 brand moments from last week

March 19, 2018



Tod's recruited Liu Shishi to explore Rome in Italian holidays. Image credit: Tod's

By STAFF REPORTS

Luxury has much to gain from working with influencers whose large followings can help extend a brand's reach.

Subscribe to **Luxury Daily**
Plus: just released
State of Luxury 2018 **Save \$246 ▶**

Luxury brands have increasingly moved online, and in doing so they are reaching out to more of the valuable young consumer market. Last week saw a number of brands working with popular influencers and celebrities in an effort to bring in more potential customers thanks to the influencers' fans.

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



Bulgari opens a new perfume Instagram. Image credit: Bulgari.

As beauty niches on social media become more prolific with brands, Italy's Bulgari has launched its own dedicated fragrance account on Instagram.

Coinciding with International Women's Day, the LVMH-owned brand launched a special art-filled Instagram page just for its perfume fans. The page launched with a series of photographs that come together to make a large illustration when viewed all at once ([see story](#)).



The short documentary Youth Mode follows Ms. Olsen's departure from Recens Paper. Image credit: Gucci

Italian fashion house Gucci and online fashion retailer Ssense have teamed up for a short documentary chronicling young creative Elise By Olsen's departure from the magazine she founded as a teenager.

In the short documentary, titled "Youth Mode," Ms. Olsen speaks about the founding of Recens Paper, a magazine by and for young people, and her decision to resign from her position as editor-in-chief. The project shows Gucci and Ssense's willingness to branch out of traditional video content and create more campaigns that can live on their own as standalone films ([see story](#)).



Emma Stone is the new muse of Louis Vuitton. Image credit: Louis Vuitton

French fashion house Louis Vuitton is celebrating its pre-fall 2018 collection with a campaign set in the desert featuring actress Emma Stone.

The campaign sees Ms. Stone photographed by Craig McDean in the California desert. Ms. Stone is the new muse for the house, and this campaign marks her debut advertising effort for Louis Vuitton ([see story](#)).



Porsche pranks unsuspecting guests in Thailand. Image credit: Porsche.

German automaker Porsche is showing off the performance power and luxury interior of its Panamera through a pranking stunt that turns the tables on its subjects.

Automakers often connect with fans through a variety of tones, appealing to both their humorous and more serious sides. Porsche's latest film looks to comedy while also demonstrating enticing factors of its Panamera vehicle,

completing the content with a surprising ending ([see story](#)).



Tod's recruited Liu Shishi to explore Rome in Italian holidays. Image credit: Tod's

Tod's is continuing its trend of bringing influencers from China to star in European-themed advertising campaigns with the unveiling of Italian Holidays starring Liu Shishi.

Italian Holidays sees Ms. Liu wandering through the Italian countryside, taking in the Mediterranean air and wearing Tod's clothing. The international crossover is one of many Tod's has done with prominent influencers and celebrities from China ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.