

BLOG

## Top 5 brand moments from last week

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*Shiseido partners with a Japanese musician to celebrate soul. Image credit: Shiseido*

By STAFF REPORTS

Sometimes actions speak louder than words, and a simple advertising campaign with strong visuals is all that it takes to engage customers.

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Last week saw a number of brands working on visually-arresting campaigns that focused less on witty dialogue than on drawing customers in with strong images. These campaigns ranged across sectors and serve as a great example for how a clean, simple campaign can still be effective.

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



*Bulgari partners with a local Tel Aviv designer to produce limited edition headwear. Image credit: Bulgari.*

Italian jeweler Bulgari is diving deep into culture, supporting a local launch with an interactive global campaign as consumers become more interested in heritage with travel.

Affluent travelers are looking for a more authentic experience when abroad, which means immersing themselves in the culture of their destination. As Bulgari launches a new perfume, the brand is working with a local designer for a worldwide social contest to tout the product in its Tel Aviv airport store in Israel ([see story](#)).



*Dior Sauvage Eau de Parfum campaign. Image credit: Dior*

French fashion label Christian Dior is heading to the desert for an immersive fragrance effort that focuses on nature.

Dior's marketing push for its Sauvage Eau de Parfum sees Johnny Depp return as the scent's face. Following in the vein of previous promotions for the Sauvage line, the advertising leans on scene setting to translate a sense of smell to a visual medium ([see story](#)).



*Lexus partners with 23andMe for a April Fool's Day prank. Image credit: Lexus.*

Toyota Corp.'s Lexus is taking a surprising approach to personalization with a genetic matching system that is stunning consumers.

The automaker is supposedly partnering with 23andMe, a genetic company that helps customers discover their ancestry along with numerous other DNA findings. Lexus is offering its customers the chance to be matched with the perfect vehicle based on their genetic makeup, however the only problem is that it is completely in jest ([see story](#)).



*We All Wear Moncler photographs tastemakers. Image credit: Moncler*

French-Italian outerwear label Moncler is teaming with Vogue and GQ to prove the versatility of its designs.

The second edition of the photo series We All Wear Moncler captures a range of tastemakers as they style the brand's spring/summer 2018 jackets in their own way. While offering a diverse appeal for its parkas and coats, the project also gives consumers the chance to join in on the conversation ([see story](#)).



*Shiseido partners with a Japanese musician to celebrate soul. Image credit: Shiseido*

Japanese beauty manufacturer Shiseido is expressing the soul that goes into its products through a partnership that fuses beauty and music.

Shiseido is looking to a Tokyo-based musician for its latest spot, urging beauty fans to express their vibrant side through its products. The film follows artist Machina as she discusses her love of jazz, with only a subtle Shiseido presence ([see story](#)).

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