

BLOG

Top 5 brand moments from last week

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The Louis Vuitton Echo is available for Horizon luggage. Image credit: Louis Vuitton

By STAFF REPORT'S

Any brand worth its salt knows that to get people talking, you sometimes have to make a splash.

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Last week saw luxury brands moving outside their comfort zone for big, unexpected campaigns or project announcements, such as subscription services or April Fool's pranks. Brands that are able to poke fun at themselves or devote resources to making genuinely memorable campaigns tend to be the ones that end up with the most brand engagement.

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



Balenciaga Cros for spring 2018 in pink. Image credit: Crocs

French fashion label Balenciaga's shoe designs helped boost its earned media value in February, according to data from Tribe Dynamics.

Balenciaga saw a 93 percent year-over-year uptick in content production and mentions as streetwear fans and publications posted about its Triple S trainers or partnership with Crocs. Most of the top 10 luxury brands saw their EMV fall during the height of fashion month, with only Balenciaga and Tom Ford seeing growth ([see story](#)).



Access by BMW will have two tiers of membership. Image credit: BMW

German automaker BMW has announced a subscription service that lets customers pay a monthly price in order to rent one of many cars from the brand's collection.

The program, dubbed Access by BMW, is rolling out in Nashville, TN first and will be administrated by local BMW dealers. Access by BMW can be accessed completely through a mobile application where customers can request its cars based on their planned usage and preferred models ([see story](#)).



The Louis Vuitton Echo is available for Horizon luggage. Image credit: Louis Vuitton

French fashion house Louis Vuitton is giving consumers peace of mind as they travel the globe with the launch of a luggage tracker.

The Louis Vuitton Echo device is available for the brand's Horizon collection, allowing owners to keep tabs on their checked belongings as they fly through major airports. Louis Vuitton's connected luggage is an example of the Internet of Things (IoT) being used for asset tracking, a use case that is expected to grow in the coming years ([see story](#)).



McLaren's April Fool's campaign embraces its reputation for precision. Image credit: McLaren

British automaker McLaren embraced the April Fool's Day spirit with a humorous video poking fun at the brand's exacting reputation.

The short film shows the inside of McLaren's technology center where everything is highly regimented, with even

the tiles on the floor measured daily to ensure their perfection. While funny, the video also serves as a way for McLaren to highlight its attention to detail to potential customers ([see story](#)).



Yves Delorme Ocean-inspired spring/summer collection. Image credit: Yves Delorme.

French linen maker Yves Delorme is hoping to make a difference in ocean conservation with a special collection.

Inspired by the water, Yves Delorme's Ocean collection will donate 10 percent of its proceeds to the protection of the ocean during the entire month of April. In partnership with the nonprofit organization the TerraMar Project, the linen brand hopes to provide marine education resources to consumers and inspire others to get involved ([see story](#)).

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