

BLOG

Top 5 brand moments from last week

April 23, 2018



The RealReal and Stella McCartney are promoting a circular economy. Image courtesy of The RealReal

By STAFF REPORTS

Partnerships enable luxury brands to reach new audiences, helping them to expand awareness for causes or collections.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

From editorial collaborations to alliances with likeminded brands, luxury labels sought to go beyond their own fanbases this past week. Elsewhere, a brand marked a milestone in style.

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



Audi will soon begin production on its first all-electric series model. Image courtesy of Audi

Ahead of Audi's highly anticipated entry into the electric vehicles market, the German automaker has partnered with car enthusiast social network DriveTribe to create exclusive promotional content for the launch.

The partnership is the first major collaboration for DriveTribe, which was launched in 2016. The platform will help create advertising content for Audi's electric vehicles ([see story](#)).



Most of luxury's growth has been driven by geographic expansion. Image credit: Emenegildo Zegna

Italian menswear label Ermenegildo Zegna is celebrating 50 years of ready-to-wear fashion with an exhibition about the collection's origins.

Titled "Uomini All'Italiana 1968," the exhibit will be held at the historic Casa Zegna in Trivero. The exhibition will give visitors a behind-the-scenes look at the evolution of Zegna's ready-to-wear looks throughout the decades ([see story](#)).



Este Lauder has signed Karlie Kloss as a spokesmodel. Image courtesy of Este Lauder

Beauty label Este Lauder has signed model Karlie Kloss as its newest spokesmodel, establishing a partnership that will span advertising campaigns, digital content and philanthropy.

Ms. Kloss' first campaigns for Este Lauder will debut in July. Similarly to the brand's eponymous founder, Ms. Kloss is an entrepreneur, having founded a production company and nonprofit organization ([see story](#)).



The collection debuted at Moschino's Coachella party. Image credit: Moschino

Italian fashion brand Moschino is partnering with fast-fashion giant H&M for an accessible collection designed by the label's creative director Jeremy Scott.

The partnership was revealed through an Instagram Live call from model Gigi Hadid to Mr. Scott on April 15. This collection marks the latest collaboration between the worlds of high-fashion represented by Moschino and fast-fashion represented by H&M ([see story](#)).

In honor of Earth Day, fashion label Stella McCartney and secondhand marketplace The RealReal are teaming up to promote more sustainable buying habits.

Expanding on their existing partnership ([see story](#)), the two have kicked off a multichannel movement aimed at inspiring consumers to buy higher quality items that can have a lifespan after them. Fashion is a significant contributor to landfills, with the average U.S. consumer discarding 70 pounds of textiles per year, calling for a change toward more mindful consumption ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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