

BLOG

## Top 5 brand moments from last week

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*Gucci is creating a digital experience for its DIY program. Image courtesy of Gucci*

By STAFF REPORTS

With decades or centuries of heritage, luxury brands are proving their continued relevancy through projects that speak to their innovation and forward-thinking attitudes.

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From a retrospective on a late brand founder to an advertisement that brings out the kid in a 70-year-old automaker, luxury is showing that despite age, it can still be at home in modern culture. Elsewhere, brands gave consumers the opportunity to get their hands on one-of-a-kind pieces.

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



*Azzedine Alaa is getting his first U.K. exhibit. Image credit: Azzedine Alaa*

Tunisian-born couturier Azzedine Alaa's fashion history is being explored in an exhibit at London's Design Museum.

"Azzedine Alaa: The Couturier" displays more than 60 pieces from throughout more than three decades of the designer's career. The late designer's legacy has lived on through retrospectives, helping to preserve his story ([see story](#)).



*Balmain's designs were created specifically for the Met Gala. Image credit: Balmain*

French fashion house Balmain is auctioning off some of the custom pieces it designed for the Met Gala on May 7 in support of charity (RED), which is devoted to researching and curing AIDS.

The designs were created by Balmain creative director Olivier Rousteing for his guests to the gala. Each custom piece will be auctioned off individually with all of the proceeds going to (RED)'s efforts to research AIDS treatment ([see story](#)).

Italian fashion label Gucci is bringing its customization program online for the first time, expanding what was previously only a bricks-and-mortar experience to a wider audience.

Launched May 10 as an ecommerce exclusive, the latest Gucci DIY offer centers on the brand's Ophidia tote and Ace sneakers. Customization offers consumers the chance to express themselves in a branded fashion, allowing them to blend personal style with house codes ([see story](#)).



*Land Rover celebrates its inner child. Image credit: Land Rover*

British automaker Land Rover is spotlighting its brand's historic 70 years by catering to the child inside consumers, manifesting how the marque is still young at heart despite its veteran status.

Land Rover is rolling out a multitude of celebrations and content surrounding its 70th birthday. In a new film, "70 Years Young" the automaker looks to children to remind drivers to have fun, aligning the thought of driving its vehicles with pleasure ([see story](#)).



*Rolls-Royces unveils the Cullinan; Image credit: Rolls-Royce*

British automaker Rolls-Royce has unveiled what it is calling the most anticipated Rolls-Royce of all time as it looks to conquer the luxury SUV market.

In hopes to capture a younger, more adventurous audience, Rolls-Royce's new Cullinan SUV touts an off-road luxury lifestyle. Announced on May 10 at Goodwood and via live stream, the bespoke vehicle has also been designated "the first three-boxed SUV" from Rolls-Royce ([see story](#)).

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