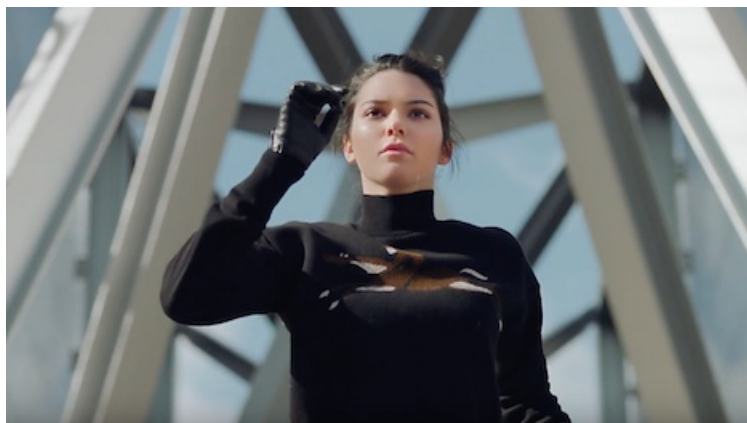


BLOG

Top 5 brand moments from last week

May 21, 2018



Longchamp's latest campaign features Kendall Jenner and a horse. Image credit: Longchamp

By STAFF REPORT'S

The right endorsement can make all the difference in an aspirational business such as luxury.

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For luxury brands who are always looking to be seen as the hippest and most influential in the world, winning the endorsement of major influencers and celebrities can help draw in new consumers who might otherwise have passed right on by. Last week, the top brands brought in exciting new faces from the worlds of art, fashion and sports to evangelize their brands.

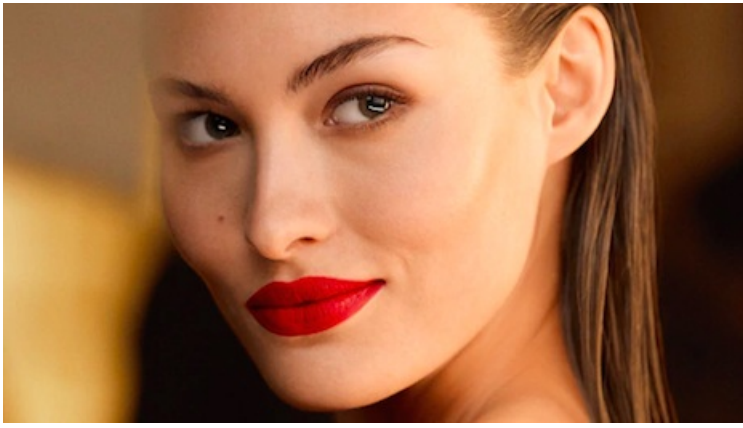
Here are the top five brand moments from last week, in alphabetical order:



Aston Martin Vantage starts production; Image credit: Aston Martin.

British automaker Aston Martin is beginning production on what it has designated the "most sporting model" of its arsenal.

The new Vantage model will be the second in a collection of seven new models to be released in as many years. As part of its "Second Century Plan," the Vantage and six other vehicles to come are meant to propel the automaker into the future ([see story](#)).



Grace Elizabeth's career began only two short years ago. Image credit: Este Lauder

Beauty label Este Lauder has named rising star model Grace Elizabeth as its new public face.

In a blog post/interview with the brand, Ms. Elizabeth spoke about her background that led her to this prestigious position. Este Lauder is planning on making her the face of many of its new products in the coming months ([see story](#)).



Gucci shows off its jewelry in its new campaign; Image credit: Gucci.

Italian fashion label Gucci is looking to the past to tell the future in its new campaign.

Tippi Hedren, iconic fashion model and actress of the 1960s, plays a fortune-teller for Gucci in its latest film, which draws a feeling of mystique. Set in an elaborately decorated Los Angeles interior, young people visit a fortune-teller while modeling Gucci's new jewelry collection ([see story](#)).



Hublot has named Shepard Fairey as brand ambassador. Image courtesy of Hublot

Swiss watchmaker Hublot is aligning with a fellow disruptor, naming street artist Shepard Fairey as its latest ambassador.

Known for his murals and the "Hope" campaign poster for U.S. President Barack Obama, Mr. Fairey's work frequently brings together art and activism. While the American artist and the watchmaker work in different mediums, they both share a passion for craft and originality ([see story](#)).

For its first major campaign with new ambassador Kendall Jenner, French fashion label Longchamp has created a slightly surreal short film starring the popular influencer.

The short film, called "The Encounter" or "Le Recontre" in French, features Ms. Jenner as she runs through the streets of Paris. The campaign is the first major collaboration between Ms. Jenner and Longchamp since she became a brand ambassador earlier this month ([see story](#)).

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