

BLOG

Top 5 brand moments from last week

May 29, 2018



Louis Vuitton is appealing to soccer fans. Image credit: Louis Vuitton

By STAFF REPORTS

Luxury has always had a strong relationship with sports, but with a slew of important sporting events coming up a number of brands are tightening that bond.

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Next month marks the long-awaited return of the World Cup, one of the most highly visible sporting events in the world. This, coupled with partnerships with popular athletes, can translate into a golden opportunity for brands.

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



Salvatore Ferragamo's Studio Bag under new creative director; Image credit: Ferragamo.

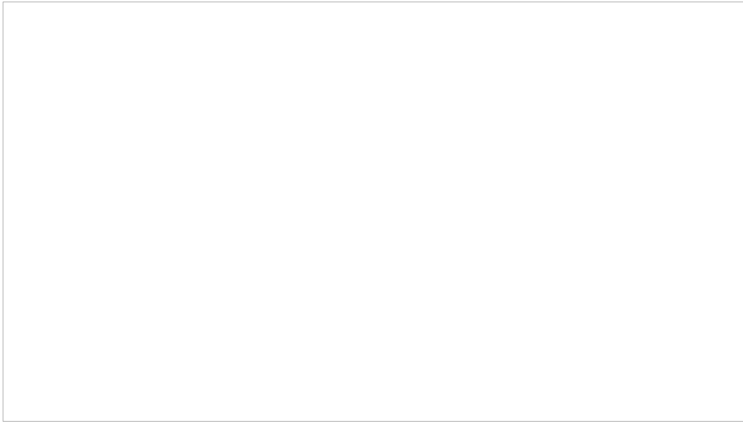
Italian fashion house Salvatore Ferragamo is drawing inspiration from its eponymous designers' life with a bag design and digital project.

Launching for pre-fall, the Ferragamo Studio Bag celebrates the founding designer's first ever studio in California. A congruent digital project featuring a partnership with a Serbian artist is launching along with the bag to elevate its presence ([see story](#)).

French fashion label Louis Vuitton is leveraging its customization capabilities to commemorate the 2018 FIFA World

Cup.

For the third time, the brand is partnering with the tournament to help safely transport its trophy to Moscow, where the games will be held this year. Taking the partnership further, Louis Vuitton is also letting soccer fans mark the event through a new licensed leather goods collection ([see story](#)).



Moet & Chandon's limited edition bottle. Image credit Moet & Chandon.

LVMH Champagne brand Mot & Chandon is offering special bottles to celebrate a Grand Slam champion and support a children's charity.

To honor tennis player Roger Federer, Mot & Chandon has designed exclusive bottles wrapped in a leather grip, which will be available on June 1. All of the profits from the sold bottles will be donated to the Roger Federer Foundation ([see story](#)).



Prada women's boutique within SKP Xi'an. Image courtesy of Prada

Italian fashion group Prada is strengthening its retail presence in China with the opening of seven stores in Xi'an.

Within the SKP Mall in Xi'an, the group is opening three Prada stores, two Miu Miu boutiques and two stores for its Church's brand. Xi'an is an expanding city, with its luxury shopping scene including boutiques for brands including Chanel, Gucci and Dior ([see story](#)).



Ritz-Carlton Macau celebrates its third year anniversary; Image credit: Marriott.

The Ritz-Carlton, Macau is working in tandem with JW Marriott to celebrate their third anniversary in the South China

region, with special culinary experiences and rewards for loyal customers.

Both owned by Marriott, the two resorts opened their doors together in Macau, China in 2015. For their third year, the Ritz-Carlton will feature a "3rd Anniversary Degustation Menu" and "3rd Anniversary Lunch Menu" from May 25 to May 30, while JW Marriott Macau provided a gourmet dinner menu on May 27 ([see story](#)).

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