

BLOG

Top 5 brand moments from last week

June 4, 2018



Jackson Wang has launched the anthem "Fendiman." Image credit: Fendi

By STAFF REPORTS

Luxury brands are embracing change at the product level, creating designs that blend craftsmanship and tradition with technology.

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

From a diamond brand launching lab-grown stones to a watchmaker creating a connected strap, brands are adapting to changing consumer needs and preferences. Elsewhere, a beauty brand reinvented the counter and a brand got a hit anthem.

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



Lightbox Jewelry will be more affordable compared to De Beers. Image credit: Lightbox Jewelry

British diamond company De Beers is entering the lab-grown diamond market with the launch of Lightbox Jewelry.

The new brand will focus on creating sustainable diamonds at a more affordable price than their mined counterparts. The brand's products will begin at around \$800 per carat, significantly less than De Beers mined diamonds ([see story](#)).



Debenhams new way of beauty retail. Image credit: Debenhams

British department store Debenhams is joining the throng of retailers looking to reinvent the beauty shopping experience through a revolutionary concept in partnership with Estée Lauder Companies that breaks down barriers between brands.

#BeautyHub has been designated as beauty playground, where counters for specific cosmetic brands have been replaced with a cohesive, multi-brand experience. Located at Debenhams in Stevenage, England, the hub features a variety of experts and technology to help find beauty fans the best product of them, instead of steering them towards separate brands ([see story](#)).

Italian fashion house Fendi is the latest luxury brand to get prime placement in popular music, as the star of a hit track.

Hong Kong-born artist Jackson Wang's single "Fendiman" reached the top of two iTunes charts following its debut at the brand's FF Reloaded event in Shanghai on May 26. Lately, luxury brands have been creating more active partnerships with recording artists by leveraging mentions or becoming producers ([see story](#)).



Montblanc enters the future with a Smart Strap. Image credit: Montblanc

German watch brand Montblanc is investing into the wearable trend, but in a unique manner that allows customers to keep their classic designs.

The new Twin Smart Strap is Montblanc's way of solving an issue plaguing the watch industry: how to cater to the tech world while keeping up craftsmanship and design. The strap resolves this by allowing users to attach their existing watch models to the smart band ([see story](#)).



Stella McCartney offers its Trashion bags for free. Image credit: Stella McCartney

Fashion label Stella McCartney is calling on consumers to get involved in their local communities to clean up nearby beaches and rivers as part of its on going commitment to sustainability.

For World Oceans Day on June 8, the fashion label is giving away its recycled Stella Trashion bags at select stores across the world. The brand hopes it will inspire consumers to join local charity beach and river clean ups ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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