

BLOG

## Top 5 brand moments from last week

June 11, 2018



*Audemars Piguet revealed their new watch on Facebook. Image credit: Audemars Piguet*

By STAFF REPORTS

More than ever, today's consumers are conscious of how their purchasing decisions affect the world around them.

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

From the treatment of workers to the creation of waste and the depletion of resources, customers are highly aware of things that affect the planet at large. Some of the biggest brands in luxury this week unveiled efforts that showed they too were aware of these problems.

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

Swiss watchmaker Audemars Piguet is tapping into Facebook's recently launched Live Photos capability to reveal its new releases in an innovative way.

Audemars Piguet is sharing Live Photos, similar to GIFs, on its Facebook page, encouraging consumers to press and hold their screens to see a new Audemars Piguet timepiece come into view. The evolving images require consumers to keep physical contact with their phones for the duration of the reveal, creating an engaging, active viewing experience among the watchmakers' audience ([see story](#)).



*The Pinatex shoes use far fewer resources than regular leather. Image credit: Hugo Boss*

German fashion brand Hugo Boss is taking a unique spin on sustainable fashion design with the launch of new footwear created with pineapple leaves.

The products are called Pinatex shoes and they use specially treated pineapple leaves in place of more traditional leathers to create a product that is more sustainable while remaining stylish. The focus on unique materials is in response to a growing trend among fashion consumers desiring products that have less of a drastic negative impact on the environment ([see story](#)).



*Jaguar Land Rover's new initiative helps residents on a remote island of Scotland. Image Credit: Jaguar Land Rover*

British automaker Land Rover is working to reduce search times and modernize medical response in remote areas as its business reaches a milestone.

As part of its 70th anniversary celebrations, Land Rover has forged a partnership with geocoding solution what3words to help medical response teams locate remote addresses. Land Rover's expert Experience drivers and volunteers traveled across Mull, a remote Scottish island, to deliver special three-word address plates created by what3words, as part of the project ([see story](#)).



*The touchscreen watch is the first smartwatch from Marc Jacobs. Image credit: Marc Jacobs*

U.S. fashion label Marc Jacobs is taking its first step into the world of touchscreen smartwatches with its latest model, The Riley.

The Riley represents the growing crossover between luxury timepieces and smartwatches. Traditionally, the two have had somewhat of a distant relationship, with makers of each type of watch steering far clear of the other, however this may be changing now ([see story](#)).



*Donatella Versace has dressed some of the most glamorous people in the world.*

Italian fashion label Versace is bringing fans into its family and giving an intimate look at the life of artistic director Donatella Versace in a cinematic push.

The brand released a video sharing Ms. Versace's life story to celebrate her latest honor, the 2018 International Award from the Council of Fashion Designers of America (CFDA). The biographical short is playfully narrated by Ms. Versace's admiring "creative collaborator" and dog Audrey Versace ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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