

BLOG

## Top 5 brand moments from last week

June 18, 2018



*Chanel opens Coco Gaming Club in Paris. Image credit: Chanel*

---

By STAFF REPORT'S

In the luxury world, brands often have to juggle the desire to create something exciting and new while keeping true to their core values.

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

While sometimes it pays to be daring and bold, other times call for a more restrained approach, playing to a brand's strengths over flashy new ideas. Last week saw luxury brands sticking to their guns and putting out solid campaigns that kept in line with what they were most known for.

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

French fashion label Chanel is combining gaming arcades, makeup testing and musical performances in a summer pop-up.

Debuting at the flagship Galeries Lafayette store in Paris on June 21, Chanel's Coco Game Club appeals to beauty fans, music lovers and gamers alike. The rooftop pop-up shop is continuing Chanel's Coco push for its cosmetics ([see story](#)).



*Lexus has a new campaign, "Performance, Crafted to the Extreme." Image credit: Lexus*

Toyota Corp.'s Lexus is giving drivers an inside look at its attention to detail and quality craftsmanship in a new

marketing campaign for its high-performance vehicles.

For its series called "Performance, Crafted to the Extreme," Lexus teamed up with top drifting and Hollywood stunt driver Rhys Millen and renowned automotive director Ozan Biron for three new spots. With cinematic flair, these short films include a rare inside look at Lexus' factories and the production of the LC 500, RC F and GS F ([see story](#)).



*Miu Miu's Disco pop-up at Lane Crawford. Image credit: Lane Crawford*

Prada-owned Miu Miu is staging a pop-up at Lane Crawford's ifc mall location in Hong Kong that invites consumers to shop in a branded discoteca.

For three weeks, the Miu Miu Disco boutique will house nightlife-ready attire such as mini dresses and metallic accessories. Pop-up shops allow brands to play with alternative retail concepts without a long-term investment ([see story](#)).



*Pucci and Bonaveri's collaboration runs until June 15. Image credit: Bonaveri*

Bonaveri and Pucci, two Italian companies, have come together for Pitti Uomo to create a unique exhibition.

At Palazzo Pucci, an installation saw Pucci's clothing designs displayed on some of Bonaveri's mannequins. The experiential installation showed how the brands are looking to create unique in-person experiences for customers ([see story](#)).



*Waldorf Astoria has released its first digital-led campaign. Image credit: Waldorf Astoria*

Hilton's Waldorf Astoria Hotels & Resorts has launched its first digital-led campaign motivated by consumer insight

data as rapidly-changing luxury travel trends shift how travel brands need to cater to affluent guests.

The "Live Unforgettable" campaign playfully highlights Waldorf Astoria's commitment to service in three 15-second spots, with each storyline featuring the concierge helping to fulfill customers' offbeat requests. Waldorf's commitment to evolving its strategy around consumer insight with this campaign exhibits the necessity to adapt to the new normal for luxury travel brands, and using data to do so ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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