

BLOG

Top 5 brand moments from last week

June 25, 2018



Les Joumes Particulieres puts LVMH employees front and center. Image credit: LVMH

By STAFF REPORTS

Luxury brands are seeking to give consumers more access through events and digital innovation.

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This past week, a luxury group planned a large-scale open house, while a hotel group debuted voice assistants in guests' rooms to facilitate services. Elsewhere, a brand got back to its roots under new creative direction and a magazine launched a luxury-centric millennial platform.

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



Berluti releases new campaign under Kris Van Assche. Image credit: Berluti

French menswear house Berluti is unveiling a new positioning that takes the brand back to its roots.

For Kris Van Assche's first advertising campaign as Berluti's artistic director, the brand has released a black-and-white still series. The images features three male models who are all nude posing with the label's classic Alessandro oxford shoes draped across their bodies ([see story](#)).



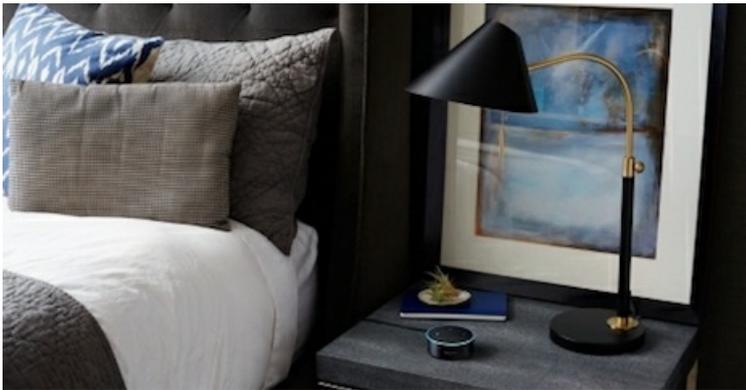
The art was created by refugee artists. Image credit: Gucci

Italian fashion brand Gucci has created five new Art Wall murals to promote awareness of the plight faced by refugees from around the world.

In five major cities, new Gucci Art Walls have been installed featuring art created by refugees and replicated at a large scale on the side of a building. The project reaffirms Gucci's commitment to social causes in its marketing, raising awareness for an important issue as it also advertises the brand's values ([see story](#)).

Luxury conglomerate Mot Hennessy Louis Vuitton is welcoming consumers into 56 of its houses later this year through the fourth edition of its Les Jours Particuliers event.

Being held from Oct. 12 to 14, the open house will invite consumers to 76 places in 13 countries around the world, including 38 sites that have not been accessible to the public before. For this year's event, 23 of LVMH's brands are taking part for the first time, including the T Fondaco dei Tedeschi by DFS in Venice and Rimowa ([see story](#)).



Marriott International is partnering with Amazon for Alexa for Hospitality. Image credit: Amazon

Marriott International is partnering with Amazon for Alexa for Hospitality. Image credit: AmazonGlobal hospitality group Marriott International is harnessing voice technology partnering to provide a more interactive guest experience at properties including St. Regis Hotels, as luxury travel offerings become more advanced.

Marriott International is introducing Amazon's new Alexa for Hospitality artificial intelligence platform to a limited number of hotels starting this summer. In rooms outfitted with Amazon Echo virtual assistant devices, guests can ask the voice assistant for hotel information, request guest services, play music in their room and more ([see story](#)).



N DELIBLE

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Ndelible will connect millennials with luxury brands. Image credit: Newsweek

Newsweek is betting big on branded content as it debuts a new fashion and lifestyle vertical aimed at millennials.

Notably, the vertical will not be supported by advertising in the traditional model but will instead be supported entirely with branded content sold directly to luxury marketers. Ndelible has already secured partnerships with influencers, celebrities and luxury brands such as Tag Heuer ([see story](#)).

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