

BLOG

Top 5 brand moments from last week

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Gucci creates character's to spotlight the eccentricities of collecting. Image credit: Gucci

By STAFF REPORTS

Despite the rise in digital storytelling, the exhibit remains a popular format for delving into a brand's heritage and history.

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Exhibits on storied luxury houses are opening in major cities, allowing consumers to peek into their archives. While some brands looked to the past, others focused on the present with up-and-coming talent and quirky campaigns.

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



Actress Yara Shahidi is the latest star in Chanel's Beauty Talks. Image credit: Chanel

French fashion house Chanel is hoping to capture the attention of a younger, more diverse generation with its latest Beauty Talks interview.

Chanel's global creative makeup and color designer Lucia Pica sat down with actress and activist Yara Shahidi to highlight a new makeup palette. Ms. Shahidi follows in the steps of other women, including Lily-Rose Depp and Keira Knightley, who have been featured in Beauty Talks ([see story](#)).



"The Worlds of Chaumet" exhibit has arrived in Tokyo. Image Credit: Chaumet

French jeweler Chaumet is hosting a new exhibit that gives visitors a close look at two centuries of the house's traditions and creations.

The exhibition, "[The Worlds of Chaumet: The Art of Jewelry since 1780](#)," will be held at the Mitsubischi Ichigokan Museum of Tokyo until Sept. 17. About 300 pieces, including some of the brand's famous tiaras, will be featured ([see story](#)).



The exhibit is set to open in February of 2019. Image credit: V&A Museum

The Victoria & Albert Museum in London will open the largest exhibition of the work of Christian Dior ever in the United Kingdom at the beginning of next year.

Called "[Christian Dior: Designer of Dreams](#)," the exhibition will focus on the French designer's lifelong fascination with British culture. The exhibition is yet another example of the crossover between fashion design and fine art ([see story](#)).

Italian fashion label Gucci has created a series of eccentric characters to embody its new campaign in which it highlights the obsessiveness that comes with art collecting.

A variety of imagined characters, who are collectors of arts and artifacts, act as the subject for a series of short clips and still photography for Gucci's latest campaign. The content acts as a unique look at individuals who are passionate about their collections in the style of a documentary, but it is completely fabricated with an unmistakable Gucci aesthetic ([see story](#)).

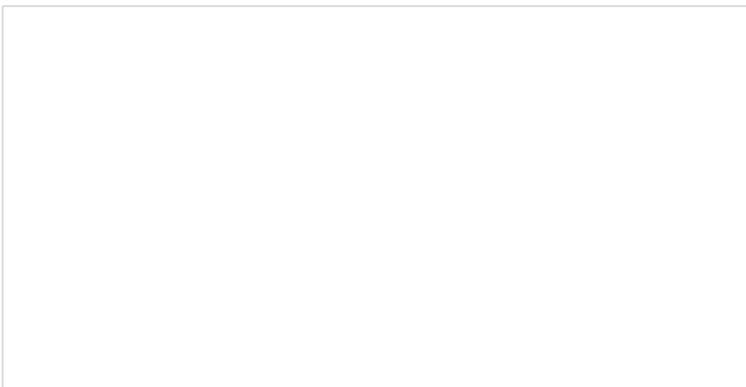


Image credit: Prada

Italian fashion label Prada is introducing its new eyewear collection with a campaign that celebrates femininity and is inspired by the power of film.

The Prada Cinema Evolution campaign features a television commercial within a short film. Along with playful changes in perspective, the film asks viewers if they are the observer or the observed ([see story](#)).

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