

BLOG

## Top 5 brand moments from last week

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*Gucci's AR app. Image Credit: Gucci*

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By STAFF REPORT'S

Storytelling, digital initiatives and in-store events are some of the many ways luxury marketers are exhibiting their branding on the world.

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Unique in-store events and pop-ups let brands make a lasting impression on consumers and allow them to fully enter their world. New uses of social media and digital technology are other ways luxury marketers can bring fans into their brands, with these tactics seeing an uptick in popularity last week.

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



*Givenchy's fall/winter 2018 campaign. Image credit: Givenchy*

French fashion house Givenchy captured the nighttime spirit in an advertising campaign that centers on an international clique.

Givenchy's "Night Noir" campaign for fall/winter 2018 follows the "in-crowd" as they head to a secret party, putting the focus on the journey as well as the destination. Marking creative director Clare Waight Keller's first fall campaign, the effort speaks to the potential that exists at the start of the night, looking to position Givenchy attire as a key to making a successful arrival ([see story](#)).

Italian fashion label Gucci used mobile technology to help consumers decorate their spaces with items from its newest homeware collection.

With the Gucci mobile application, users can use an augmented reality feature to virtually personalize their space with pieces from the new Gucci Dcor collection. Luxury brands have begun to embrace AR as a way to bridge the gap between digital and physical retail experiences ([see story](#)).



*Harrods unveils its Rarity campaign. Image credit: Harrods*

British department store Harrods transformed its retail presence into a museum-like atmosphere, highlighting special products for an experiential shopping endeavor.

As luxury shoppers look for more of an experience rather than simply buying products, retailers have been turning campaigns into full events. Harrods took this approach with its "Rarity" campaign spanning in-store and digital, which features a variety of curated products described as rare finds ([see story](#)).



*Omega's Speedy Tuesday watch. Image credit: Omega*

Swiss watchmaker Omega saw immediate success selling its collection of watches created as a tribute to a fan-favorite Japanese series only on Instagram.

To celebrate Netflix's announcement to renew the anime series Ultramann, which aired during the 1960s, Omega has designed a collection available online. The Speedy Tuesday was available exclusively through its Instagram, but has already sold out ([see story](#)).



*Valentino Loves Printemps pop-up. Image credit: Printemps*

Italian fashion label Valentino turned department store Printemps' atrium into a palazzo, bringing a touch of its home country to Paris.

The Valentino Loves Printemps pop-up up shop will retail six exclusive pieces by the brand's artistic director Pierpaolo Piccioli. Pop-ups at department stores offer brands the chance to stage a more immersive shopping experience, playing with new concepts and designs ([see story](#)).

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