

BLOG

## Top 5 brand moments from last week

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*Versace's campaign contains the longest advertising image ever produced. Image credit: Versace*

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By STAFF REPORTS

Last week, brands were focused on inventiveness as they did things that no one else had done before.

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Breaking a record or setting a precedent is a great way to get noticed in today's busy world. From Guinness World Record-breaking stunts to more subdued efforts, last week saw brands attempting new things in an effort to stand out.

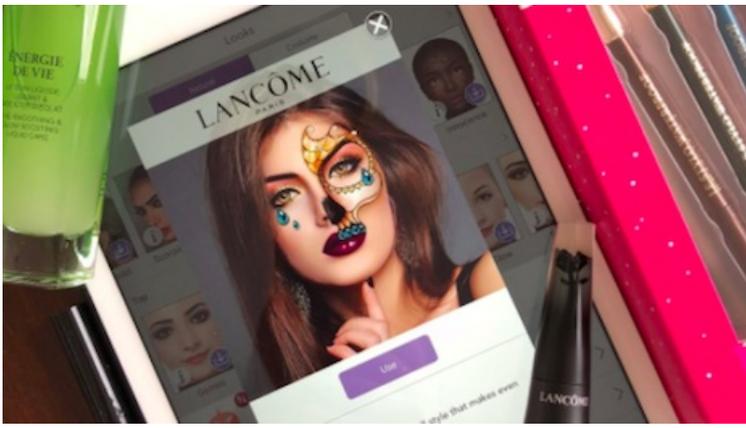
Here are the top five branding moments from last week, in alphabetical order:



*Gucci's #TimeToParr captures frozen moments. Image courtesy of Gucci*

Italian fashion label Gucci is putting a lens on everyday activities in a photography series that explores the notion of time.

Gucci tapped British documentary photographer Martin Parr to capture its watch collections in places around the world that are significant to its brand. The resulting #TimeToParr snapshots depict candid moments rather than overly staged shots, placing Gucci's timepieces in the context of real life ([see story](#)).



*Influencers now play a major role in how consumers shop. Image credit: Lancôme*

French beauty brand Lancôme has just broken a Guinness World Record for the "most people matched with foundation in eight hours."

The stunt saw Lancôme matching more than 1,300 people with foundations that fit their skin tones over the course of an eight-hour period. In doing so, Lancôme is calling attention to its commitment to personalizing customer service and finding the perfect product for each individual ([see story](#)).



*Loewe's Elephant Bag modeled by Doutzen Kroes. Image courtesy of Loewe*

Spanish fashion house Loewe is joining the fight against the ivory trade with a collection of handbags in support of the Elephant Crisis Fund.

As part of the Knot On My Planet campaign, Loewe worked with Samburu artisans to create special editions of its Elephant bags for the ECF. The fashion industry has been working to tackle elephant poaching, looking to prevent the extinction of the endangered species ([see story](#)).



*The Porsche 911 and Mission E were featured in a new photography series. Image credit: Porsche*

German automaker Porsche is offering a unique and pared-down look at two of its sports cars through a series shot by a famed photographer.

In honor of its 70th anniversary, the brand enlisted Peter Lindbergh to photograph the 911 sports car and the Mission E, Porsche's first fully electric vehicle. While the 911 is an iconic representation of Porsche's past and present, the

Mission E is representative of the automaker's future ([see story](#)).

Italian fashion brand Versace has put an inventive spin on the photo campaign with the world's longest advertising image for its fall/winter 2018 effort.

The image itself is incredibly long, featuring more than 50 models all posing in various looks from the collection. The bold experimentation with the traditional boundaries of advertising imagery elevates an otherwise fairly straightforward campaign ([see story](#)).

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