

BLOG

## Top 5 brand moments from last week

August 6, 2018



The 14th season finale of *The Bachelorette* was filmed at the Maldives resort. Image credit: Shangri-La

By STAFF REPORTS

Luxury brands sought to become part of pop culture through product placement and summer soundtracks.

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From an original song to an appearance on a widely viewed reality television show, luxury brands looked to make their presence known through entertainment. Elsewhere, a brand created deeper ties with a popular sport in an effort to court millennials.

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



Image credit: MLS

German automaker Audi is expanding its multi-year partnership with Major League Soccer, as it aims to remain a fixture in the minds of enthusiastic American soccer fans.

Audi of America will be the league's official automotive partner through the 2022 season and continue to serve as title sponsor of the MLS Cup Playoffs. With the most millennial fans of any United States sports league, MLS has an audience that Audi and other luxury brands are hoping to turn into buyers ([see story](#)).



*Balmain's album artwork concept for its summer song. Image credit: Balmain*

French fashion house Balmain is playing on the close relationship between music and summer with its own release to embody the perfect summer vacation.

Balmain has turned music producer with the track "Addicted to You," which reflects creative director Olivier Rousteing's excitement leading up to his summer vacation in Mykonos. As many who work in fashion and luxury take off during summer months, the label is hoping to bring all these individuals who are celebrating the last days of summer with its dance mix ([see story](#)).



*Burberry unveils a new monogram. Image credit: Burberry*

British fashion house Burberry is turning heads in the luxury world by unveiling a new logo and monogram after decades of its iconic emblem.

The new designs were unveiled on social media Aug. 2 after teases leading up to the reveal. Burberry shared letters and behind-the-scenes memos of discussions regarding the monogram and logo before showing it off itself ([see story](#)).



*Michael Kors will retain complete creative control over the look and feel of the online store. Image credit: Michael Kors*

Fashion label Michael Kors is making a major move to court more Chinese consumers by launching its first full store on popular Chinese social media application WeChat.

The boutique functions as a kind of mini-app within the larger WeChat platform. Using this model, Michael Kors is

one of the first luxury brands to have its own full-fledged store with complete control on one of the most widely used social media platforms in China ([see story](#)).



*Shangri-La is starring on "The Bachelorette." Image credit: Shangri-La*

Shangri-La Villingili Resort and Spa, Maldives will be featured prominently in a televised love story, giving the exotic location an opportunity to shine in the eyes of millions of romance lovers.

The season finale of ABC's "The Bachelorette" was filmed at the resort earlier this year. Exposure from the reality show and subsequent press coverage has the potential to attract new guests to the Shangri-La location, and others around the globe ([see story](#)).

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