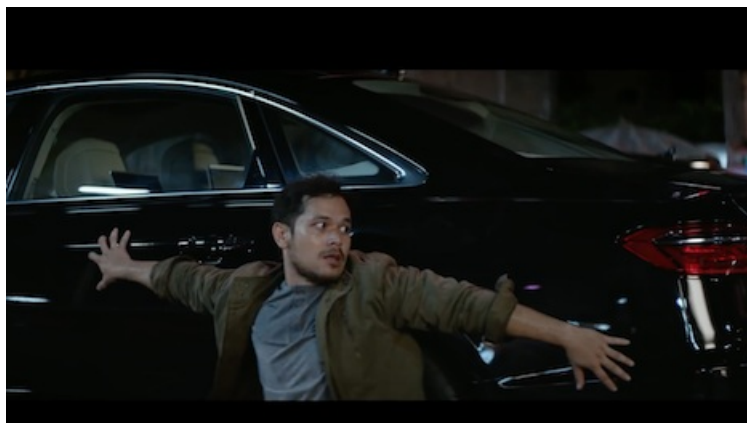


BLOG

## Top 5 brand moments from last week

August 20, 2018



*A man turns to the Audi A8 to escape from an intense scene. Image credit: Audi*

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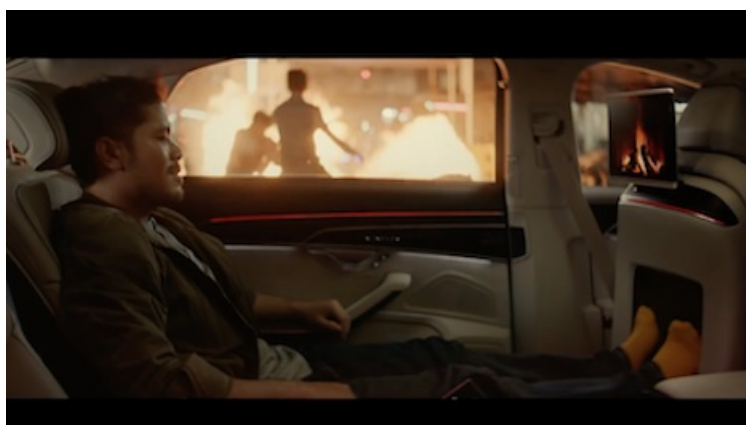
By STAFF REPORTS

Luxury brands continue to seek out younger affluents with more interactive and social media-forward campaigns.

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From enlisting influencers to showcasing more under-the-radar creatives, luxury brands looked to establish themselves with the next generation of consumers this past week. Elsewhere, brands shared their innovations with exciting films and collaborations.

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



*The Audi A8 offers at-home comforts on the road. Image credit: Audi*

German automaker Audi is demonstrating how its vehicles can act as retreats from drivers' hectic lives in a dramatic short.

In "Escape," Audi spotlights the Audi A8's technology and innovative amenities, instead of just focusing on the driving experience. The short video continues the Audi tradition of using storytelling in its campaigns, weaving a comedy-infused story of a chase ([see story](#)).



*Bloomingdale's is selling T-shirts inspired by the Kind Campaign. Image courtesy of Bloomingdale's*

Department store chain Bloomingdale's is advocating for kindness with a fundraising partnership kicking off just in time for back-to-school shopping.

For its biannual Fashionable Fundraiser, Bloomingdale's is partnering with the Kind Campaign, an organization that works to end girl-on-girl bullying. In addition to a kindness-inspired capsule collection, each Bloomingdale's location will feature photo and art installations appealing to younger female shoppers ([see story](#)).



*La Mer is taking its Treatment Lotion Hydrating Mask out of the house. Image credit: La Mer*

Este Lauder Cos.' Crme de la Mer is playfully presenting the hydrating benefits of its new mask through a series that takes the typically private skincare treatment out in public.

"The La Mer Dare" series shows actress sisters Sara and Erin Foster challenge each other to wear the brand's Treatment Lotion Hydrating Mask while partaking in everyday tasks, to humorous effect. Streaming on Instagram's IGTV, the videos explain the promised rejuvenating benefits of the mask in an entertaining format ([see story](#)).



*Mulberry teamed with British Vogue for a shoot with Greta Bellamacina. Image credit: Mulberry*

British fashion house Mulberry is putting the focus on inspirational individuals through films that capture the diversity of their perspectives.

The brand's ongoing #MulberryMuses effort showcases the voices of creative talents including a stylist, editor and poet. This series enables Mulberry to not only celebrate these individuals, but to associate itself with a range of

aesthetics and ideas ([see story](#)).



*The Tiffany Paper Flowers collection is premiering on Luxury Pavilion. Image credit: Alibaba*

Jeweler Tiffany & Co. is debuting chief artistic officer Reed Krakoff's first jewelry line exclusively on Tmall's Luxury Pavilion.

Ahead of the Tiffany Paper Flowers collection's premiere in bricks-and-mortar stores, consumers on the invite-only Luxury Pavilion platform will be able to shop platinum and diamond jewels online. This is one piece of Tiffany's millennial-friendly push for Paper Flowers, as it seeks the next generation of luxury consumers ([see story](#)).

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