

BLOG

Top 5 brand moments from last week

August 27, 2018



Portrait created by GAN. Image credit: Obvious

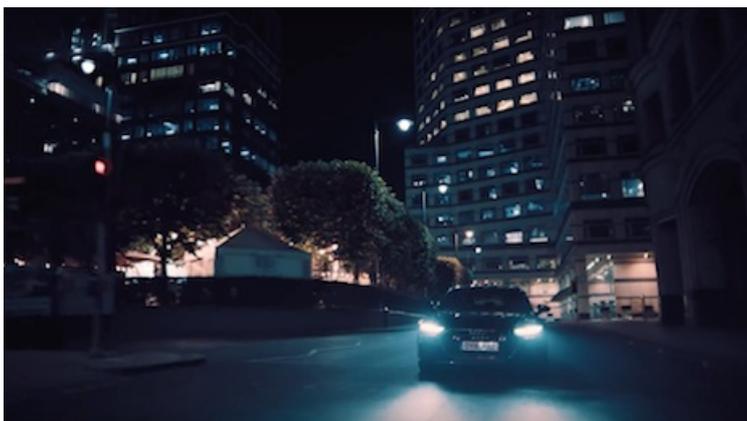
By STAFF REPORTS

Luxury and technology are increasingly colliding, as brands use digital advances for creative or consumer-centric pursuits.

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This past week, a heritage auction house announced the upcoming sale of the first piece of AI-produced art. Meanwhile, other brands leveraged technology for storytelling or customer engagement.

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



Audi depicted a positive image of AI. Image credit: Audi

German automaker Audi is showing off the automated capabilities of its cars in a short film stylized as a science fiction movie trailer.

"The AIs are Coming" starts with a dark look at the impact artificial intelligence might have on the future, before demonstrating the different ways Audi cars use AI. It is a unique approach to confront concerns drivers may have about automated vehicles ([see story](#)).



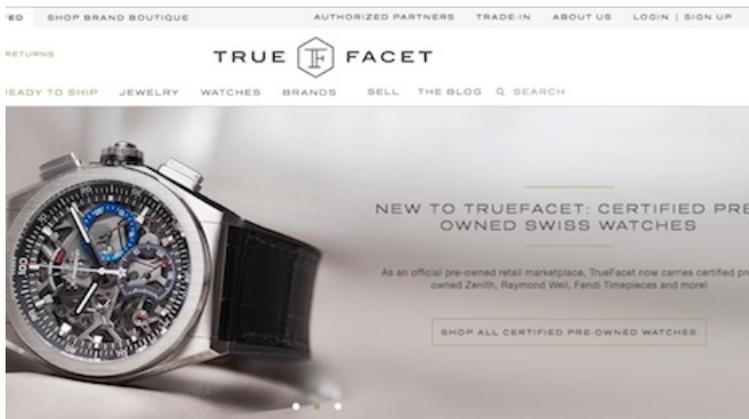
Bang & Olufsen will add Google compatibility to other models soon. Image credit: Bang & Olufsen

Luxury electronics brand Bang & Olufsen is working with Google to bring the tech company's artificially intelligent assistant to its Beosound speakers.

Google has been hard at work making sure Google Assistant, its answer to Apple's Siri, is compatible with a wide variety of third-party devices. B&O provides the perfect gateway between Google and luxury consumers ([see story](#)).

Auction house Christie's has brought a modern technology into a veteran industry, as it becomes the first to sell a piece of art created by a digital rather than human artist.

Christie's will now become the first auction house to offer artwork created by an artificial intelligence solution, says the company. The move will bring AI into yet another sector in a seemingly surprising creator role, possibly shifting the AI and art industries, but some experts believe its only use is to show what the data solution can do ([see story](#)).



TrueFacet extends certification to pre-owned goods. Image credit: TrueFacet

Online watches and jewelry marketplace TrueFacet will be ushering brand certification into the pre-owned ecommerce industry, working directly with heritage brands as houses seek more control in the secondhand market.

These certified pre-owned timepieces and jewelry will act as their own category, with seven brands signed on to give their official stamp of approval. The sales of these products will include the warranty from the original manufacturer.

Zenith, Roberto Coin, Raymond Weil, Fendi Timepieces, Faberg, Frederique Constant and Ernst Benz are the first to sign on as official brands for TrueFacet's certification offerings ([see story](#)).



"The Veuve Clicquot Tales" centers on the life of Madame Clicquot. Image credit: LVMH

LVMH-owned Champagne house Veuve Clicquot is delving into the history of one of its most influential leaders in an extensive audio narrative.

"The Veuve Clicquot Tales" tells the story of Madame Clicquot, nicknamed the "Grande Dame of Champagne," who took the reins of the brand at an early age and left a mark with innovation and ambition. While most luxury podcasts have centered on interviews with today's movers and shakers, Veuve Clicquot has instead leveraged the format for immersive heritage storytelling ([see story](#)).

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