

BLOG

Top 5 brand moments from last week

September 4, 2018



Michael Jackson wears a Hugo Boss suit on the cover of his Thriller album

By STAFF REPORTS

Luxury brands continue to lean into storytelling, whether they look at their own history or create engaging new narratives.

Subscribe to **Luxury Daily**
Plus: just released
State of Luxury 2018 **Save \$246 ▶**

This past week, a department store showcased its sustainability efforts as consumers become more eco-conscious. Meanwhile, other brands turned to music stars for storytelling or customer engagement.

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



Galleries Lafayette's sustainable rooftop garden. Image credit: Galleries Lafayette

As the fashion business is simultaneously responsible for environmentally-damaging practices as well as advocating for sustainability, French department store chain Galleries Lafayette is working to highlight those that only do the latter.

The retailer's "Go for Good" initiative is working with fashion brand Stella McCartney to commit to responsible business practices, while encouraging others to do so as well. In addition to spotlighting labels and companies who value sustainability, the retailer is also hosting a variety of eco-friendly events ([see story](#)).



Limited-edition suit jacket celebrating Michael Jackson. Image credit: Hugo Boss

German fashion group Hugo Boss is capitalizing on an iconic moment from its past with a recreation of a famous piece to celebrate the "King of Pop."

Late musician Michael Jackson released his famous album "Thriller" in 1982, the cover of which featured the singer wearing a white suit from the German brand that would go on to be an iconic representation of his work. Hugo Boss is bringing this suit back, allowing fans to purchase a new version of the piece in a limited-edition ([see story](#)).



Mercedes celebrates automotive pioneer Bertha Benz. Image credit: Mercedes-Benz

German automaker Mercedes-Benz is honoring the woman who is considered the first driver in a new vignette that captures the marque's long legacy of innovation.

Bertha Benz, the wife of automobile inventor Karl Benz, has long been celebrated in Germany for her own automotive achievements, including completing the first long-distance drive with a production vehicle. In a new short film, Mercedes-Benz is sharing her story with a wider audience while emphasizing its own trailblazing history ([see story](#)).



Miu Miu's fall/winter 2018 campaign. Image credit: Miu Miu

Prada's Miu Miu is taking an artful approach to its fall/winter 2018 advertising in a film that turns the campaign faces into Warhol-style muses.

Miu Miu's "Other Conversations" takes a low-key direction, showcasing the group of spokesmodels in a shoot that

resembles a screen test. With this concept, Miu Miu is giving its marketing an edgier aesthetic, as models appear powerful and ready to party ([see story](#)).



Adam Levine for YSL Beauty. Image credit: YSL Beauty

Yves Saint Laurent Beauty is promoting its latest men's fragrance through a short film that reflects a masculine, rock 'n' roll attitude.

Returning as a face of YSL, musician Adam Levine stars in a new video for the brand's Y Eau de Parfum in which he engages in activities such as driving a sleek car and playing drums. Recently, YSL Beauty has sought out edgy celebrities to front fragrance campaigns, leaning on both their fame and their personalities to sell its scents ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.