

BLOG

Top 5 brand moments from last week

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Jaguar worked with Dua Lipa on a remixed song. Image credit: Jaguar

By STAFF REPORTS

Luxury retail is about more than shopping today, as multi-brand sellers roll out spaces designed primarily for the experience.

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A retailer debuted a temporary Instagram-friendly home, while another inaugurated a permanent townhouse that will be a center of events. Elsewhere, an automaker found a new use for Legos and a heritage house got back to its roots.

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



Bugatti built a version of its Chiron out of Legos. Image credit: Bugatti

French automaker Bugatti is showing off its creative and ambitious side through a new project with Lego.

Bugatti pushed Lego to the limit by using Technic pieces to build a life-size, drivable Chiron, including the engine. While unable to reach the high speeds Bugatti supercars are known for, the Lego Chiron still captures the imagination ([see story](#)).



CELINE

Celine unveils a new look. Image credit: Celine

Fashion house Cline is continuing its stream of changes with a new logo launch and a move that leaves the past behind.

The brand unveiled its new look by wiping its Instagram page clean, and replacing its past images with the new logo. The move is the latest in a series of changes by its new creative director ([see story](#)).

British automaker Jaguar is demonstrating how its newest vehicle is pushing the boundaries of technology through a collaboration with singer-songwriter Dua Lipa.

Ms. Lipa test drove the all-electric Jaguar I-Pace, and the data captured by Jaguar's software was used to create a remix of her newest song, "Want To." To further engage fans through co-creation, Jaguar is encouraging them to create their own remixes and share them on social media ([see story](#)).



Matches Fashion touts its 5 Carlos Place space with a film. Image credit: Matches Fashion

Retailer MatchesFashion is leaning into fashion's trend towards experiential marketing, blending retail, digital and content together in a new concept.

MatchesFashion's 5 Carlos Place is the online retailer's newly opened physical house that will act as what it is calling a "creative broadcasting space." The idea will see a multitude of cultural events as well as digital initiatives, following other innovators in retail ([see story](#)).



Saks is launching a pop-up during New York Fashion Week. Image credit: Saks

Department store chain Saks Fifth Avenue is extending its retail footprint in New York during Fashion Week with an experiential pop-up.

For four days, the Saks It List Townhouse will translate the magalog editorial feature to a physical display in Greenwich Village. As the fashion crowd descends on New York for fashion week, this townhouse will enable Saks to engage style-conscious consumers ([see story](#)).

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