

BLOG

Top 5 brand moments of last week

September 17, 2018



Kenzo's fall/winter 2018 campaign. Image courtesy of Kenzo

By STAFF REPORTS

Luxury brands challenged conventions with alternative fashion week presentations and ownership plans.

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From an experiential event series housed on a giant beanbag to a tailoring challenge for an 18-foot-tall client, luxury marketers took stunts to a new level. Elsewhere, campaign films took a different approach with a designer director or technology.

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



Anya Hindmarch's Chubby Cloud installation. Image credit: Anya Hindmarch

British accessories label Anya Hindmarch is taking a different approach to London Fashion Week with an interactive installation that brings to life a motif from its collection.

For the label's Chubby Collection, a giant beanbag made to look like a cloud has been installed at the Banqueting House in London. The idea of the cloud comes from the collection's cloud theme ([see story](#)).



Brioni challenged itself to dress a masterpiece. Image credit: Brioni

Italian menswear label Brioni is turning to an artistic masterpiece to demonstrate the impact quality tailoring makes in men's fashion.

Dressing Michelangelo's sculpture of David, one of the world's most recognizable works of art that stands at 18 feet tall, posed an unexpected challenge for Brioni's tailoring team. While the statue was recreated for the stunt, it shows how far the label will go to create bespoke pieces ([see story](#)).



Hennessy creates visuals for its notes. Image credit: Hennessy

LVMH-owned cognac brand Hennessy is bringing its tasting notes to life with help from an accomplished film director to create entertainment rather than advertising with an added modern twist.

Debuting worldwide throughout a variety of mediums, Hennessy's new advertising campaign uses science-fiction film techniques to bring users into a sensory world of the cognac's tastes. In addition to a full film created by director Ridley Scott, a series of seven 3D advertisements will act as a precursor to its launch ([see story](#)).

French fashion label Kenzo is mixing after-school specials and superpowers in a cinematic fall campaign.

For the first time, Kenzo's co-creative director Humberto Leon turned filmmaker, writing and directing a 30-minute short that follows a family filled with teenagers possessing quirky special abilities. Infused with personal touches, the film serves as not only a marketing effort but a look into Mr. Leon's formative years ([see story](#)).



Porsche is launching short-term rentals. Image credit: Porsche

German automaker Porsche's U.S. importer is expanding its subscription program pilot to give drivers more on-demand, short-term access to sports cars.

Two new pilot programs give Porsche enthusiasts the opportunity to rent a vehicle for a period as short as a few hours provided they live near one of the markets where the pilots are available. As car buyers' interests and habits evolve, luxury automakers are going in new directions to get more consumers in the driver's seat ([see story](#)).

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