

BLOG

## Top 5 brand moments from last week

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Gucci starts its beauty Instagram account with works of art. Image credit: Gucci/Baert Gallery

By STAFF REPORTS

Luxury brands leveraged modern marketing tactics to get their points across this week, whether taking to social media or hacking a publication.

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From a Snapchat-driven car experience to a guerilla-style launch, brands are finding ways to tap into audiences through a mix of channels. Elsewhere, houses got in touch with their history and heritage through events.

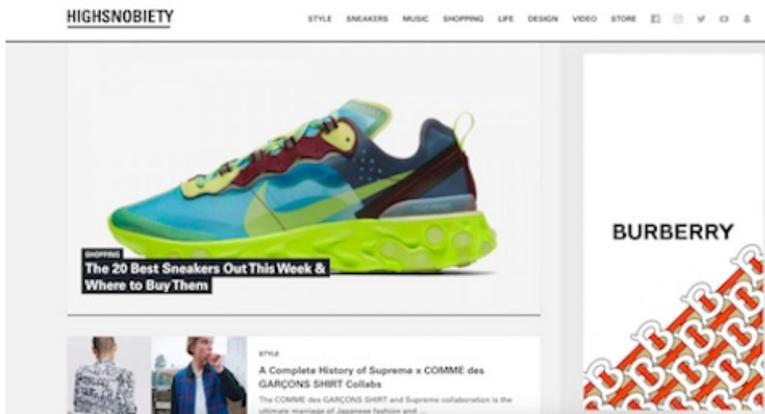
Here are the top five brand moments from last week, in alphabetical order:



Audi shares special Snapcodes with Brighton users. Image credit: Audi

German automaker Audi is using Snapchat in a scavenger hunt-type campaign to promote its personal contract plans.

In a recent film on YouTube, Audi showed off its fun campaign in which it surprised citizens of Brighton, England with their own personal vehicle for a day. The film uses common themes from Snapchat, such as one of its common font options, and helps show that any consumer can own an Audi through its PCP ([see story](#)).



*Burberry hacks Highsnobiety's publication*

As British fashion label Burberry has undergone a number of dramatic changes since chief creative officer Riccardo Tisci has taken over, his first fashion show is debuting with an extensive approach to marketing in streetwear style.

Burberry is taking modern, interactive approaches to marketing for its spring/summer 2019 collection, including a takeover of high-end streetwear digital hub Highsnobiety. The day of the label's first runway show under the guidance of Mr. Tisci saw a variety of out-of-home initiatives around the globe and Burberry branding of the media platform's digital and print publications ([see story](#)).



*Image credit: Etro*

Italian fashion label Etro is celebrating its 50th anniversary with a new exhibition in its hometown.

This fall, the Museum of Cultures in Milan will be hosting Etro's "Generation Paisley" experience. The free exhibit, opening at the tail end of Milan Fashion Week, examines Etro's heritage and its roots to its birthplace of Milan ([see story](#)).

Italian fashion label Gucci is emphasizing its beauty division with a dedicated Instagram, after largely keeping its makeup line off social media in recent history.

As brands started to recognize the massive potential of Instagram in the beauty sector, Gucci has launched a special page only for its beauty brand. The @GucciBeauty account debuted this week with an original start, spotlighting important works of art to exhibit Gucci's creative director's unique idea of beauty ([see story](#)).



*Harvey Nichols has tuned itself into Holly Nichols this month. Image credit: Harvey Nichols*

British department store chain Harvey Nichols is getting in touch with its feminine side in a multichannel makeover in honor of its newly renovated women's floor.

For the month of September, the retailer has changed its name to Holly Nichols, with both its bricks-and-mortar and online presence reflecting the updated persona. While a promotion for its updated store look, the campaign also hits as the United Kingdom celebrates the 100th anniversary of women's suffrage, allowing Harvey Nichols to align its marketing with broader themes of female empowerment ([see story](#)).

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