

BLOG

## Top 5 brand moments from last week

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DVF 360 is a virtual reality program that allows shopping. Image credit: DVF

By STAFF REPORTS

Luxury brands have been ramping up their modern capabilities and possibly becoming forerunners in digital and omnichannel marketing.

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This past week luxury marketers took on exciting and unique strategies in the hopes of attracting modern customers. Podcasts, virtual reality, CRM and film were just a few ways luxury labels have looked to the future this past week.

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



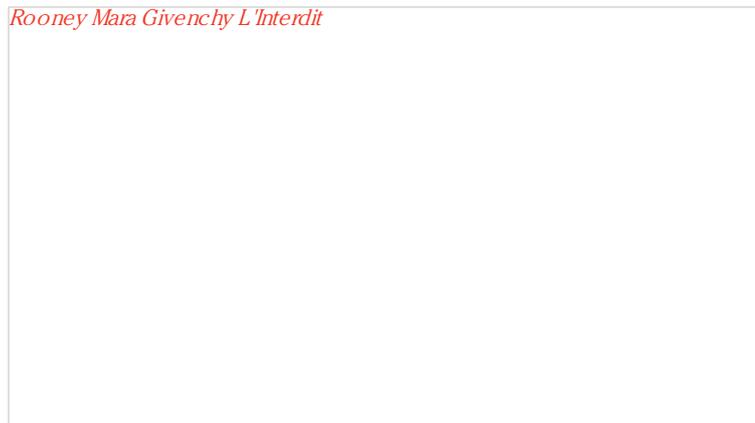
Chloe radio releases in English and French

French fashion label Chlo took on a new strategy in an effort to keep up with modern entertainment consumption by debuting a different take on podcasting.

"Chlo Radio," the first podcast for the brand, is being introduced leading up to its spring 2019 runway show to excite fans. Each episode of the podcast will be timed at about 20 minutes, but what makes this show unique is that Chlo is also leveraging IGTV for the initiative, sharing shorter segments on the video platform in hopes to gain a wider audience ([see story](#)).

U.S. fashion label Diane von Furstenberg looked to make New York Fashion Week more immersive with a special 3D shopping experience.

DVF 360, built by Salesforce's Success Cloud product, allows shoppers to browse its New York headquarters and shop without needing to physically be there. DVF's fall 2018 collection is showcased, along with the offices of the designer herself ([see story](#)).



*Image credit: Givenchy*

French fashion house Givenchy relaunched a classic women's fragrance created for Audrey Hepburn with the help of a modern-day star.

American actress Rooney Mara stars in the new campaign for L'Interdit, which takes her on a journey of self-discovery. The fragrance, whose name means forbidden, was introduced to the market in 1957 as a tribute to Hubert de Givenchy's muse ([see story](#)).



*Image credit: Gucci*

Italian fashion label Gucci introduced its cruise 2019 collection with a surrealist reimagining of a mythical story.

Directed by Glen Luchford, "Gucci Gothic" is a moody retelling of Noah's Ark, which puts the focus on the retro-inspired clothing and luxe textures with a muted color palette accompanied by a rock soundtrack. Some of the collection's more medieval details, such as oversized crosses, are also reflective of Gucci's Italian heritage, tying together the well-known narrative and the brand's own story ([see story](#)).



*Image credit: Lamborghini*

Italian automaker Lamborghini partnered with a leading software company to give drivers a more connected digital experience.

Consumers are increasingly relying on technology to enhance their driving experiences, in and out of their vehicles. A new collaboration between global CRM provider Salesforce and Lamborghini will offer improved customer communications and streamline the customer journey, and includes a new mobile application ([see story](#)).

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