

BLOG

Top 5 brand moments from last week

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The RealReal focuses on sustainability with a special calculator. Image credit: The Real Real

By STAFF REPORTS

Luxury brands put the spotlight on sustainability with efforts that aimed to inspire consumers to indulge or purchase while being mindful of their ecological impact.

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A hospitality group set out to make fine dining more eco-friendly, while a luxury reseller offered consumers the means to calculate their fashionable footprint. Elsewhere, luxury labels leaned into cultural or historical moments, placing their brands at the center of entertainment.

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



Burberry bottles up the essence of London in Her fragrance. Image credit: Burberry

Amongst a series of creative changes within its business, British fashion label Burberry is bottling up the essence of its hometown with a new product touted by a well-known face.

British model Cara Delevingne is the front woman for Burberry's upcoming fragrance launch that is said to embody the "bold attitude and adventurous spirit of a Londoner." The model has lent more than just her modeling skills to the campaign ([see story](#)).



Johnnie Walker releases its coveted White Walker edition. Image credit: Johnnie Walker

Scottish whisky distiller Johnnie Walker is helping winter come early with a special series of scotch flavors that leverages the conclusion of a popular television series.

The scotch producer has now released its White Walker edition, inspired by the HBO series "Game of Thrones," which has an almost cult-like following. The bottle is the first of many in the partnership and has spurred significant buzz on social media after the release of its advertising campaign, playing into Johnnie Walker's plans ([see story](#)).



The Omega Speedmaster is featured in the film First Man. Image credit: Omega

Swiss watchmaker Omega is shooting for the moon in a big-screen partnership that exhibits its history with the United States.

Omega will be featured in the upcoming film "First Man," debuting Oct. 12, which depicts the story of the first man to walk on the moon. Within the film the Omega Speedmaster is shown on the arm of Neil Armstrong, in congruent with U.S. history in which the watch was selected as the "First Qualified for all Manned Space Missions" ([see story](#)).

Relais et Chateaux Restaurant



Image credit: Relais et Chateaux

Hospitality group Relais & Chateaux is participating in the international Menu For Change program in an effort to highlight how high-end restaurants can fight global warming.

Enjoying authentic cuisine is becoming an integral part of affluent's travel experiences. A growing number of hospitality brands are showcasing their culinary offerings while emphasizing growing sustainability efforts ([see](#)

[story](#)).

Luxury consignment platform The RealReal is bringing scientific research to its customers in an effort to exhibit the impact each shopper will have on sustainability through their purchases.

In tandem with National Consignment Day, The RealReal launched its Sustainability Calculator to show how secondhand sales can have a positive effect on the planet. The platform's calculations show that it has offset the equivalent of 65 million car miles in greenhouse gasses and energy saving since 2012 in regards to women's apparel ([see story](#)).

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