

BLOG

Top 5 brand moments from last week

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JK Simmons for Prada. Image credit: Prada

By STAFF REPORTS

Luxury brands are leveraging the power of celebrity to get their messages across, including tapping into unexpected ambassadors.

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This past week saw actors, models and more lend their voices and talents to advertisements, whether sharing personal memories or taking on humorous or dramatic roles. Elsewhere, auction houses made headlines for stunts and their use of emerging technology.

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



**"My first
Bloomingdale's 59th
Street splurge was
a cream-colored
Ralph Lauren
sweater—and now
I have an obsession."**

Taylor Hill is cast a member of the Heart of New York campaign. Image credit: Bloomingdale's

Department store chain Bloomingdale's is working with a fashion label to celebrate a 50-year-long partnership, casting a new group of characters in a classic campaign.

Breathing new life into the brand's The Heart of New York campaign, Bloomingdale's is touting its 50-year collaboration with Ralph Lauren, which originated with a deal to sell its ties. The campaign looks to famous New Yorkers to discuss the importance of Bloomingdale's as a fixture in the city and Ralph Lauren's impact on American fashion ([see story](#)).



Exterior of Christie's New York auction house. Image credit: Christie's

Auction house Christie's is leveraging blockchain technology to provide buyers at an upcoming sale with secure certification of their art investments.

For the "An American Place: The Barney A. Ebsworth Collection" sale this November, Christie's is teaming up with Artory to catalog each of the works up for auction. Christie's claims to be the first major auction house to use blockchain in this manner, as the technology's adoption grows in other luxury sectors ([see story](#)).



Anna Kendrick stars in Hilton's campaign. Image credit: Hilton Worldwide

Waldorf Astoria parent company Hilton Worldwide has recruited actress Anna Kendrick to star in a new series of advertisements touting the hospitality group's revamped rewards program.

As third-party booking Web sites such as Expedia continue to disrupt the travel industry, hospitality brands are reinforcing the value of direct booking and long-term relationships. The new campaign, called "Expect Better. Expect Hilton," also features the Hilton Honors mobile application ([see story](#)).

Italian fashion label Prada is turning to an unexpected leading man for a cinematic campaign around its Cahier handbag.

Academy Award-winning actor J.K. Simmons stars in Prada's three-part series directed by filmmaker Ryan Hope. With Mr. Simmons as the common denominator alongside a trio of women, Prada is using the vignettes to highlight women's dynamic identities ([see story](#)).



Banksy's "Girl with Balloon" self-destructed after selling for \$1.4 million. Image credit: Sotheby's

After auction house Sotheby's sold a work by street artist Banksy for \$1.4 million, the contemporary art sale turned into a spectacle as a hidden trick was revealed.

After the gavel hit to end the sale of the work, a shredder positioned within the frame sliced the painting. Despite seemingly destroying his own art as a statement, Banksy's move may have made the painting worth more ([see story](#)).

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