

BLOG

Top 5 brand moments from last week

October 22, 2018



#FendiMania is a logo-centric collection. Image credit: Fendi

By STAFF REPORTS

Luxury brands are experimenting with unexpected collaborative efforts and limited collections to build a sense of excitement and exclusivity.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

This past week saw automakers to liquor brands teaming up with ambassadors in efforts to reach new audiences. Elsewhere, two fashion labels launched special collections that emphasized brand logos.

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



#TheBSeries was available for 24 hours only via Instagram. Image credit: Burberry

British fashion house Burberry is the latest luxury label to embrace the streetwear-inspired drop product release format with the debut of monthly collections.

The first collection for Burberry's B Series dropped on Oct. 17 through a 24-hour social media sale. As consumers constantly seek out newness, luxury brands are finding ways to deliver products outside of the traditional seasons ([see story](#)).



Designs also boasted Fendi's FF logo. Image credit: Fendi

Italian fashion label Fendi is making a push into streetwear-style retail with a limited drop of merchandise.

Launching in-stores and online on Oct. 17, #FendiMania is a collection featuring the Fila-style Fendi logo, blending the luxury brand's aesthetic and sportswear influences. Translating exclusivity and access to 21st century retail, drops allow brands' inner circles to feel like one of a few ([see story](#)).



Composer Hans Zimmer for Land Rover. Image credit: Land Rover

British automaker Land Rover is blending together adventure and music with the help of a masterful ambassador.

Composer Hans Zimmer created a musical score inspired by a drive in a 2018 Range Rover along the Angeles Crest Highway. While adventure is central to Land Rover's brand messaging, this is a more upscale take for the automaker as it captures the emotion of riding in its vehicles ([see story](#)).



Mot Hennessy provides a watch and scotch tasting event for holiday gifting. Image credit: Mot Hennessy

Luxury group LVMH's spirits division is leaning into the growth of experiential marketing in luxury with a series of events for the gifting season.

Instead of gifting a tangible good, Mot Hennessy is catering to those who are interested in giving a one-of-a-kind experience for the holidays. All related to beverages and spirits, consumers can purchase the exciting events on

LVMH's alcohol ecommerce site Clos19 ([see story](#)).



Rmy Martin Announces Luxury Capsule Just Rmy Collection, in Partnership with Just Don Designer Don C

French cognac brand Rmy Martin is embracing streetwear culture to speak to a specific segment of its customer base, starting an initiative that puts the beverage maker in the fashion designer seat.

The spirits label is entering the fashion industry through a new capsule series, working with various lifestyle brands and designers. The Collector's Series is kicking off with streetwear designer Don C, also known as Just Don, creating signature pieces that represent the Rmy brand that intertwine baseball, fashion and luxury ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.