

BLOG

## Top 5 brand moments from last week

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*Noonouri teamed up with Dior Makeup for another effort. Image credit: Dior*

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By STAFF REPORTS

Luxury brands are working with influencers and organizations to reach new audiences while keeping their heritage in mind.

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This past week saw an automaker partner with an iconic jeweler to create a one-of-a-kind piece, melding together the craftsmanship of both sectors. Elsewhere, a fashion house launched a new collection and joined a new category.

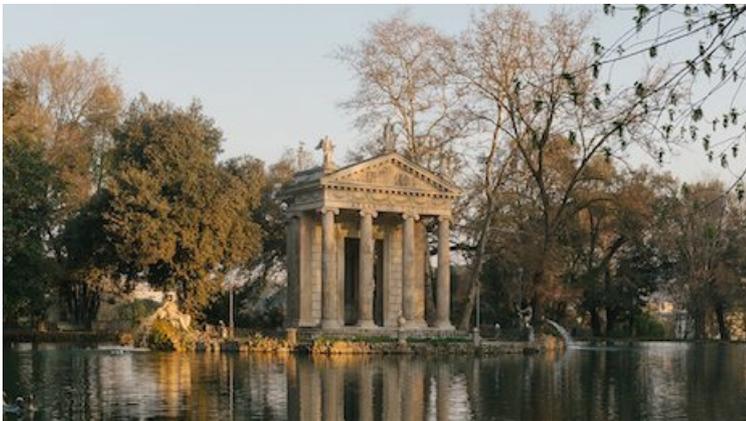
Here are the top five brand moments from last week, in alphabetical order:



*Natalie Portman and Noonouri for Dior. Image credit: Dior*

French couture house Christian Dior turned to two special ambassadors to share its new lipstick line, reflecting changing sensibilities when trying to attract more social-media savvy consumers.

While the original launch film for Rouge Dior Ultra Rouge starred actress Natalie Portman, a recreation of the original short was released with Noonouri, a virtual influencer. This is not the first time Noonouri has worked with Dior, as computer-generated personalities are becoming more popular among luxury brands ([see story](#)).



*Photographer Nicolee Drake curated the Rome city guide. Image credit: Dorchester Collection*

Hotel brand The Dorchester Collection is looking to help guests create and capture memories of their trips by launching a collection of city guides.

Curated by a select group of influencers, the #DCmoments City Guides are designed to inspire people to explore and share their favorite places on social media. Luxury hospitality groups continue to emphasize authentic experiences as a way to attract affluent, millennial travelers ([see story](#)).



*Hennessy commissions a bike as a modern version of what Major would have rode. Image credit: Hennessy*

LVMH-owned cognac brand Hennessy is embracing the mantra "Never stop, never settle" in a partnership that it believes reflects its own values while also making a difference in individuals' lives.

Working with nonprofit bicycling club organizer National Brotherhood of Cyclists, Hennessy will organize a series of tribute rides on Dec. 1 in major cities across the United States. While the effort will be paired with scholarship donations from the cognac brand, a film series is supporting the partnership with a look at athlete Marshall Taylor, who broke a number of race barriers as well as achieving impressive athletic feats during his career ([see story](#)).



*The Spirit of Ecstasy Fabergé Egg. Image courtesy of Rolls-Royce*

British automaker Rolls-Royce is reinterpreting its Spirit of Ecstasy mascot in an egg form with help from jeweler Fabergé.

Together, the brands have crafted a Fabergé Egg that houses the iconic figurine, reflecting both of their abilities in bespoke creations. With only one Spirit of Ecstasy Fabergé Egg made, the piece is expected to be a collector's item ([see story](#)).



*Schiaparelli's Story #1 campaign. Image credit: Schiaparelli*

French fashion house Schiaparelli is launching its first handbag design as part of the label's efforts to contemporize couture, bringing its craftsmanship and codes to a new category.

Dubbed The Secret of Schiaparelli, the purse is part of Schiaparelli's inaugural edition of its Story concept, which

branches out to offer "prt-couture" pieces and accessories. Today, accessories are the bread and butter for many luxury labels, but while many brands are taking a more accessible approach to handbags and leather goods, Schiaparelli is keeping its extension rooted in couture ([see story](#)).

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