

BLOG

## Top 5 brand moments from last week

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*Hermès is following the travels of Marie. Image credit: Hermès*

By STAFF REPORTS

Celebrity clout and film ties are two strategies often embraced by luxury marketers as they look to position their brands with well-known figures or entertainment.

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This past week, a variety of brands debuted new legs of campaigns with celebrity ambassadors, with one brand even appearing in a film itself. Women's empowerment and interactive storytelling were other themes showcased in marketers' offerings the previous week.

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



*Audi appears in the latest film. Image credit: Audi*

German automaker Audi used its innovation techniques for an animated appearance in an upcoming film.

Audi is making its first animated appearance in the film "Spies in Disguise" as the main character's high-tech spy vehicle. The automaker has designed a special concept vehicle equipped with innovative equipment and Audi services ([see story](#)).



*Chanel's Coco Crush campaign. Image credit: Chanel*

French fashion label Chanel has rethought some of house founder Gabrielle "Coco" Chanel's rules to live by in a campaign featuring one of its modern muses.

Actress Keira Knightley is revisiting her role as the face of the brand's Coco Crush jewelry line. In a series of shorts, the spokesmodel explains where she diverges from Ms. Chanel in jewelry philosophy, presenting an independent image for the collection ([see story](#)).



*Image credit: Dior*

French couture house Christian Dior reunited with a longtime ambassador for a gilded campaign promoting its newest addition to the J'adore collection.

Actress Charlize Theron stars in the introduction video for J'adore Absolu, a more floral interpretation of the house's classic J'adore fragrance. Over the years, many J'adore efforts have focused on Ms. Theron herself, but the newest film surrounds the iconic beauty with an army of powerful women ([see story](#)).

French fashion house Herms followed an interplanetary jet setter in a futuristic animated adventure.

"Marie's Journey" follows the titular character's trip around the globe, as she stops off at Herms boutiques from Paris to Palo Alto, CA. While a space-age take on the brand experience, this social series allows Herms to spotlight its current in-store experience ([see story](#)).



*Ralph Lauren's Lead Like a Woman campaign is fronted by Jessica Chastain. Image credit: Ralph Lauren Fragrances*

U.S. fashion label Ralph Lauren looked to build a sisterhood of encouragement and close the gender leadership gap with a female-fronted and -created campaign.

The brand's "Lead Like a Woman" initiative is centered on empowering women to lift each other up, with actress Jessica Chastain fronting a series of films featuring a cast of women in a range of fields. While a promotion for its Woman fragrance, Ralph Lauren's effort takes a topical approach that highlights the company's own endeavors to achieve greater equality ([see story](#)).

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