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BLOG

Top 5 brand moments from last week

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Mungo & Maud's short follows a dog's gifting quest. Image credit: Mungo & Maud

By STAFF REPORTS

Nostalgia and special collaborations are two techniques leveraged by luxury marketers as they prepare for the rapidly-approaching holiday season.

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This past week, a variety of brands focused on nostalgia, whether for holiday memories or a particular fashion era. Other brands used technology or art to create unique print products.

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



The Departures insert includes a special key FOB. Image courtesy of Audi

German automaker Audi is handing consumers the keys to its new A8 with an exclusive interactive print advertisement in the latest issue of travel magazine *Departures*.

A four-page insert in the November/December edition showcases the distinctive taillights of the Audi A8, which can be controlled with a special key FOB. Although print media is on the decline, the long shelf life still makes magazine ads a worthy investment for luxury brands ([see story](#)).



Ignasi Monreal painting for Four Seasons. Image courtesy: Four Seasons

Hospitality chain Four Seasons Hotels and Resorts is translating its on-property experience to art through a publishing partnership with Ignasi Monreal.

Published by Assouline, "Four Seasons: The Art of Hospitality" features digital paintings that depict the brand's service and people. While Four Seasons has been working to tell its stories through digital, sharing these experiences through print allows for tactile and more long-form storytelling ([see story](#)).



A Lexus RX is part of family celebrations in a "May to Remember." Image credit: Lexus

Toyota Corp.'s Lexus is looking beyond the holiday season with its annual "December to Remember" campaign.

Now in its 19th year, the 2018 effort focuses on the memories families can make together after they add a new Lexus to their households. While nostalgia remains a strong current throughout the vignettes, the advertisements are also forward-thinking and highlight the longevity of a Lexus vehicle ([see story](#)).



Marc Jacobs resurrects the failed Perry Ellis grunge collection from 1992. Image credit: Marc Jacobs

In a modern twist that exhibits the shift of the fashion industry, U.S. label Marc Jacobs is bringing back a Perry Ellis collection that previously received backlash from critics.

It seems as though designer Marc Jacobs was ahead of his time when he saw the grunge trend rising from Seattle and the music scene in the early 1990s. The designer is resurrecting a previously failed collection that subsequently got him fired from Perry Ellis, as streetwear has now taken off ([see story](#)).



Mungo & Maud's protagonist soars with a sleigh. Image courtesy of Mungo & Maud

British pet outfitter brand Mungo & Maud is kicking off the holiday season by sharing the storybook-style tale of a gift-loving, sleigh-pulling pup.

The star of "A Dog Sleigh" is a gray miniature Schnauzer walking the streets of London in search of gifts before he finds the Mungo & Maud boutique. By including details of the brand's heritage, the animated film elevates the engaging story to a more effective holiday campaign ([see story](#)).

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