

BLOG

Top 5 brand moments from last week

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Gucci's gifting campaign for 2018. Image credit: Gucci

By STAFF REPORTS

Luxury marketers continue to focus on personal connections and making memories in the buildup to the holiday season.

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This past week, a variety of brands highlighted relationships, both familial and romantic. One hospitality group turned to outsiders to create a new brand story, while one designer launched a new product line.

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



A festive feast with Matt Smith, Kristin Scott Thomas and M.I.A. Image credit: Burberry

British fashion house Burberry is ringing in the holiday season with a diverse cast of characters in a vignette examining the expectations and realities of family festivities.

"Close Your Eyes and Think of Christmas" is a moody glimpse at the busiest time of year, with gloomy British weather and crowded trains standing in the way of a family feast. The campaign film blends iconic Burberry pieces with its more updated aesthetic ([see story](#)).



Gucci's gifting campaign for 2018. Image credit: Gucci

Italian fashion label Gucci is tapping into nostalgia in a vintage-inspired holiday film.

For Gucci's gifting campaign, photographer Petra Collins shot a short video depicting revelers ringing in the New Year at a dance hall that dates back to the 1920s. Leading up to the holidays, Gucci is leveraging content and consistent engagement to promote its present options ([see story](#)).



A road trip in a Porsche is a special experience. Image credit: Porsche

German automaker Porsche is playing up how its cars serve as vehicles, literally and metaphorically, for drivers to make new memories in a road trip-themed short film.

As part of its 70th anniversary, the marque continues to share how personal driving experiences are to consumers around the world. Porsche Canada is helping fans make their car dreams come true as part of its anniversary initiative ([see story](#)).



The cast and crew of "The Note." Image credit: Ritz-Carlton

Marriott International's hospitality brand The Ritz-Carlton is bringing new depth to user-generated content through a collaborative filmmaking project with Hearst Magazines.

"The Note" is the first film released of in "The Stay" series that was shot on-location at different Ritz-Carlton properties by five up-and-coming directors selected from 500 contestants. Luxury brands, especially in the hospitality industry, are focusing on more experiential strategies, including supporting the arts ([see story](#)).



Stella McCartney dives into bridal design. Image credit: Stella McCartney

British fashion label Stella McCartney is entering a new realm of fashion following its participation in the royal wedding, funneling the wave of hype into a sustainable endeavor.

In its first bridal collection, Stella McCartney has designed 17 pieces inspired by the bespoke reception dress created for the Duchess of Sussex's wedding day. The "Made with Love" line continues the brand's commitment to sustainability in a new category for Stella McCartney ([see story](#)).

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