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BLOG

Top 5 brand moments from last week

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Naomi Campbell as Tiffany's Mad Hatter. Image credit: Tiffany & Co.

By STAFF REPORTS

Luxury brands are embracing artificial intelligence in more creative pursuits as they look to appeal to the next generation of affluent consumers.

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This past week, a number of brands have used technology to create more personalized content, while another focused on once-in-a-lifetime experiences. Meanwhile, an apparel brand reemerged with an updated identity following a social media blackout.

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

Cunard announced partnership with English National Ballet. Image credit: Cunard

Luxury cruise line Cunard will provide a special trip to New York for ballet lovers.

In a partnership with the English National Ballet, Cunard is providing guests with a rare opportunity to not only see a special performance but also a behind-the-scenes look at rehearsals and meet the dancers. The one-time-only trip will cruise from Southampton to New York from Aug. 11 to 18, 2019 (see story).

Genie avatar wearing Gucci apparel. Image credit: Genie Inc.

Italian fashion label Gucci is tapping into the popularity of personalized avatars and mobile communication by being the first brand to partner with a new platform.

Users of the mobile application Genies, which integrates avatar-to-avatar communication with artificial intelligence, will be able to dress their avatars with luxury apparel from Gucci. The label is among the most digitally savvy in the luxury world, as proven by its enthusiasm to discover new, mobile-first advertising avenues (see story).

The Lexus ES. Image credit: Lexus

Toyota Corp.'s Lexus is demonstrating how innovation and human intuition work together to create premium cars in a new video written entirely by artificial intelligence.

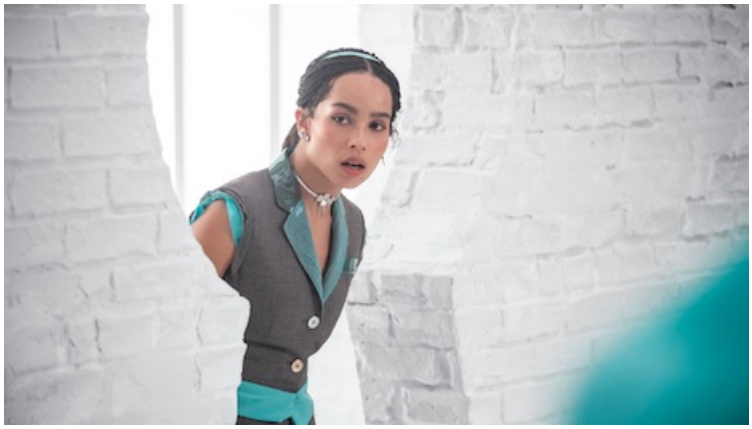
Many consumers have grown weary of how technology continues to encroach on everyday life, and in particular approach AI with suspicion. Lexus aims to relieve drivers of these concerns by emphasizing the safety of its ES (see story).

The British shirtmaker will now be known as Pink. Image credit: Pink

LVMH-owned shirtmaker Thomas Pink follows numerous high-end fashion brands with a complete rebranding, but its tactics take a drastically different approach than its peers.

The British apparel and accessories label has reemerged as Pink, following a social media blackout. Rebrands require an intensive creative commitment, but offer the opportunity to update heritage brands for a new era of luxury

shopping (see story).



Zo Kravitz finds herself in a holiday workshop in a new campaign. Image courtesy of Tiffany & Co.

U.S. jeweler Tiffany & Co. has reimagined a well-known fable and turns to a new cast of characters in popular faces, as luxury brands continue to create their own worlds for the holiday season.

Actress Zo Kravitz stars as a sales associate in "A Tiffany Holiday," the newest chapter of the jeweler's "Believe in Dreams" campaign. Ms. Kravitz's journey down a Tiffany Blue rabbit hole showcases the brand's commitment to both creativity and craftsmanship (see story).

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