

BLOG

Top 5 brand moments from last week

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Erika Jayne sets up camp inside Neiman Marcus. Image credit: Neiman Marcus

By STAFF REPORTS

From the playful to the inspirational, luxury brands are leaning into more emotive efforts.

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Some brands collaborated with each other, while others partnered with wide ranging tastemakers. Elsewhere, a brand found a new twist on the pop-up trend.

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



Vivienne Westwood x Burberry collection launches. image credit: Burberry

British fashion labels Burberry and Vivienne Westwood have teamed up for a collaborative collection that transcends both unique styles.

Burberry and Vivienne Westwood have taken their very different styles and created a limited-edition collection that still embodies their British heritage. The collection has dropped today after being announced earlier this summer and is available on Burberry's Web site ([see story](#)).



Lexus has teamed with Cond Nast on a content series. Image credit: Cond Nast

Toyota Corp.'s Lexus is exploring the stories of the paths tastemaking chefs and food purveyors take to mirror its own creative and artisan process.

Produced for Lexus by Cond Nast Creative Studio, "Journeys of Taste" is unfolding in four parts across titles including *Vogue*, *Cond Nast Traveller* and *GQ*. Through this first creative partnership between Lexus and Cond Nast International, the automaker will be able to reach a global audience of readers in almost a dozen markets ([see story](#)).



Voice technology is featured in a key part of the campaign. Image credit: Mercedes

German automaker Mercedes-Benz is showcasing the strengths of its GLE sport utility vehicle through a short film about preparation and resilience.

Though not the film's focal point, the midsize SUV is featured throughout the story about a woman preparing to push her body by participating in a triathlon. Luxury automakers often turn to inspirational stories fictionalized or not to create an emotional connection between consumers and their cars ([see story](#)).



A reality television star explores Neiman Marcus. Image credit: Neiman Marcus

Department store chain Neiman Marcus is turning to a reality television starlet for its playful holiday campaign that takes in-store experiences to a new level.

A creative collaboration with *Vogue*, the film follows Erika Jayne, a fixture on the reality series "The Real Housewives of Beverly Hills," as she spends a night trapped inside a Neiman Marcus. Not only is the narrative tongue-in-cheek, but it also serves as way for the department store to reach new audiences who follow Ms. Jayne and the popular Real Housewives franchise ([see story](#)).



Swarovski's holiday bus. Image credit: Swarovski

Precision-cut crystal maker Swarovski is looking to drive holiday shopping with a mobile pop-up shop.

A Swarovski-branded bus is traveling around New York this December, allowing consumers to explore its collections and enjoy a festive atmosphere. With a new location daily, Swarovski will be able to reach passersby in multiple neighborhoods, expanding the potential reach of the pop-up beyond a single community ([see story](#)).

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