

BLOG

Top 5 brand moments from last week

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Santa gets a new look in Audi's film. Image credit: Audi

By STAFF REPORT'S

Luxury brands are thinking out of the box for holiday efforts that move away from typical themes or formats.

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An automaker rolled out a mobile window display on wheels, while other marketers released shorts that tackled Santa's journey to physical fitness or a Christmas catfight. Elsewhere, retailers rethought the shopping experience with avatars and immersive pop-ups.

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



A new Audi inspires Santa to get in shape. Image credit: Audi

German automaker Audi is giving its latest holiday campaign a new twist, since even Santa can wish for a special gift underneath a Christmas tree.

A new short film follows as Santa Claus finds inspiration from an Audi coupe to accomplish new personal goals. Audi campaigns often blend together humorous narratives with storylines about self-growth, but putting Santa in a new light adds a holiday touch ([see story](#)).



Chanel opens a pop-up for the holidays. Image credit: Chanel

French fashion label Chanel is taking its iconic red to a temporary in-store experience.

For a holiday pop-up, Chanel is bringing Le Rouge to a physical presence that focuses on its iconic hue. In an intimate but three-story showcase in New York, Chanel features a variety of customized experiences for the holidays only ([see story](#)).



Jaguar unwraps the holidays. Image credit: Jaguar

British automaker Jaguar is teaming up with HGTV in an innovative way to get in on the holiday retail tradition of elaborately decorated window displays.

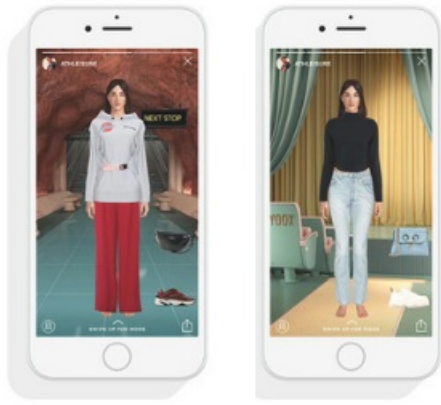
Showing off the Jaguar E-Pace SUV, a traveling window display will journey throughout New York and its most populated shopping areas for the holiday. Jonathan Scott from HGTV's "Property Brothers" television series designed the display, featuring the vehicle in a winter scape ([see story](#)).



Illustration of Roger Vivier's "Duo des Chats." Image credit: Roger Vivier

French footwear label Roger Vivier is showing the lengths that women will go to get their hands on its shoes in a humorous effort.

"Duo des Chats" finds two sisters delivering an operatic performance while competing over the same pair of Roger Vivier shoes. While most holiday efforts center on heartfelt emotions, some brands prefer to depict the season's more competitive and amusing themes ([see story](#)).



Outfits in YooxMirror are modeled by a new avatar. Image credit: Yoox

Ecommerce lifestyle retailer Yoox is introducing a new feature to its mobile application that uses artificial intelligence to create a more engaging shopping experience.

Yoox, part of Yoox Net-A-Porter Group, is launching YooxMirror, which will feature a collection of products organized around fashion themes on a weekly basis. AI technology will suggest specific items so users can create and view stylish outfits before completing a purchase ([see story](#)).

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