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BLOG

Top 5 brand moments from last week

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Miu Miu plays with themes of identity and reflection. Image credit: Miu Miu

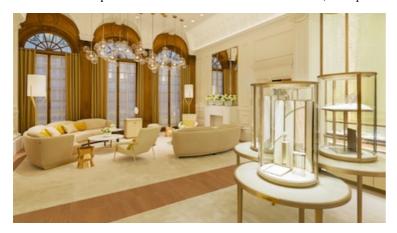
By STAFF REPORTS

Some luxury brands are sharing their final festive efforts while others are looking forward to the new year with fresher campaigns.



Chanel and Miu Miu both focused on themes of femininity as another brand played with audio technology. Elsewhere, brands rethought the shopping experience with renovated stores and interactive pop-ups.

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



Cartier's new Bond Street location in London. Image credit: Cartier

French jeweler Cartier is one of the latest luxury brands to revamp its flagship for new vision of bricks-and-mortar retail.

The jeweler has reopened its iconic store on Bond Street in London after an extensive nine-month renovation. The space is meant to convey a feeling of being at home, with dcor designed around a luxury home (see story).



French actress Camille Cottin stars in a new J12 campaign. Image credit: Chanel

French fashion label Chanel is encouraging women to embrace their strong personalities in an amusing film campaign for its feminine timepieces.

The brief films, titled "Suis-Moi" or "Follow Me," are in black-and-white with French dialogue, reflecting Chanel's heritage and timelessness. Playing off the black-and-white designs of the J12 collection is also a common tactic for Chanel (see story).



Olfaplay, Geurlain's new platform. Image credit Guerlain

French perfumer Guerlain is tapping into the strong relationship between scent and memory with a new application that hopes to convey emotion through audio.

Guerlain is engulfing fragrance fans into its world with a variety of stories centered on perfume. The perfumer has created a new digital platform, dubbed Olfaplay, that invites a variety of speakers to share their stories in relation to scent, looking to make an audio impression in a time where social media has created shorter attention spans (see story).



Mercedes-Benz's Bestest or Nothing campaign. Image credit: Mercedes-Benz

German automaker Mercedes-Benz is catering to drivers who are still years away from getting their license with a marketing effort for its scaled-down toy models.

Earlier in December, Mercedes opened a pop-up dealership at the King of Prussia Mall in Pennsylvania, allowing

pint-sized customers to get behind the wheel of its battery-operated vehicles. While the pop-up was limited to a day, Mercedes is promoting the effort on social media, extending the impact of the temporary retail space (see story).



Alison Sudol is the newest Girl in Miu Miu. Image credit: Miu Miu

Prada's Miu Miu is exploring a landscape of identities and emotions in the latest film in its "Girl in Miu Miu" series.

Starring actress and songwriter Alison Sudol, the short film centers on a letter she receives and the different reactions it inspires. Both relatable and multilayered, the campaign is another female-centric effort that resonates with its younger audience (see story).

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