

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*

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By STAFF REPORT'S

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

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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 decor 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, Guerlain'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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