

BLOG

Top 5 brand moments from last week

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Missoni's new ASMR video. Image credit: Missoni

By STAFF REPORTS

Luxury brands are tapping into trends such as clean eating and genderless fashion to reach the modern consumer.

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An automaker catered to the growing demand for sporty vehicles, even from those residing in cities. Meanwhile, a luxury brand took on a social media sensation for a creative marketing push.

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



One of the looks from Cerruti 1881's Share Wardrobe effort. Image credit: Cerruti 1881

French menswear label Cerruti 1881 is branching out into genderless fashion as consumers increasingly shop based on style rather than sex.

Cerruti's #ShareWardrobe concept positions dressing as a couple's activity, prompting shoppers to share their love by mirroring their closets. While Cerruti has traditionally catered to men, the growing agender fashion sensibility has opened the door for the label to reach a wider consumer base ([see story](#)).



Amber Locke creates designs with produce for Este Lauder bags

As beauty and wellness become more closely intertwined and consumers start their New Year's resolutions, beauty brand Este Lauder is launching a partnership that taps into healthful food photography.

Este Lauder has gathered inspiration from an unexpected source for a cosmetic brand, crafting printed beauty bags based on recipes. Amber Locke of Amba Living, a design brand focused on health and wellness in food, lends a few recipes from her new book for the collection and gives viewers an inside look at her process ([see story](#)).



The new Lexus UX crossover. Image courtesy of Lexus

Toyota Corp.'s Lexus is appealing to urban affluents with a new crossover and a campaign that encourages drivers to push boundaries.

Sport utility vehicles have recently dominated the luxury automotive market, and the Lexus UX reflects the demands of the evolving environment. The crossover was developed with city dwellers in mind, as many younger affluents flock to urban centers and delay car ownership ([see story](#)).

Italian fashion house Missoni is taking on a unique Internet trend with a film series that associates its inventory with a spine-tingling sensation.

Missoni has created a series of visually stimulating short films on social media, tapping into the trend of ASMR, which stands for autonomous sensory meridian response. The movement that has achieved a cult following on social media focuses on creating content that elicits a tingling sensation on the back of the necks of viewers, such as whispering sounds ([see story](#)).



Saks Fifth Avenue unveils window displays highlighting Atlantis resort. Image credit: Saks

Department store chain Saks Fifth Avenue is working with a well-known resort to bring a little bit of paradise to New Yorkers during the mid-winter slump.

The Atlantis resort in The Bahamas' Paradise Island is working with Saks Fifth Avenue for a special window display and in-store activations at its flagship location. This will be the first time the department store has worked with a hotel or resort for a window display ([see story](#)).

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