

BLOG

## Top 5 brand moments from last week

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*Re/Max is helping agents create their own marketing videos. Image credit: Re/Max*

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By STAFF REPORTS

As luxury brands continue to speak more directly to consumers, marketers are adapting traditional formats for digital media.

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From a personalized real estate push to a consumer-facing look book, luxury brands are strategizing to meet the growing demand for social media content. Elsewhere, a loyalty program got a new look and a retailer rolled out a trendy beauty offering.

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



*Gucci Guilty has a new campaign. Image courtesy of Gucci*

Italian fashion label Gucci is turning its attention to iconic American venues in a fragrance campaign that leans on celebrity and eccentricity.

In the latest promotion for its Guilty fragrances for men and women, Gucci cast Jared Leto and Lana Del Rey as unconventional individuals. Envisioned by Gucci creative director Alessandro Michele, the campaign is the latest in the typically celebrity-fronted efforts for the collection ([see story](#)).



*Chinese actress Zhong Chuxi is one of many celebrities to star in Louis Vuitton's look book. Image credit: Louis Vuitton*

French fashion label Louis Vuitton has released its pre-fall look book with a multitude of familiar faces, as fashion becomes more direct-to-consumer.

In the past, look books and runway shows were reserved for professional buyers and fashion critics to survey a label's collections. But now fashion is much more consumer facing, as brands seek a closer connection with shoppers, and Louis Vuitton's pre-fall look book showcases this with a host of celebrities as its models ([see story](#)).



*Al Manara, a Luxury Collection Hotel, Saraya Aqaba. Image credit: Marriott*

As Marriott International combines its Marriott Rewards, the Ritz-Carlton Rewards and Starwood Preferred Guest, it is giving the recently unified loyalty programs a revamped name.

Launching on Feb. 13, Marriott Bonvoy will include new branding across channels. While the loyalty programs were brought together in August, creating a single image for the program will help to further consolidate the rewards programs ([see story](#)).



*Cannuka CBD beauty products are now offered as part of Neiman Marcus Trending Beauty. Image credit: Neiman Marcus*

Department store chain Neiman Marcus is continuing its mission to advance in the beauty space, as it adopts a new ahead-of-the-crowd assortment likely to surprise beauty fans.

Neiman Marcus will now be stocking its beauty shelves with high-end CBD products, also known as Cannabis beauty products, hitting an emerging trend early on. The new offering is part of the department store's Trending Beauty

initiative, in the hopes of tapping into the potential of more unknown brands and products ([see story](#)).

International real estate brokerage Re/Max is introducing a new digital tool to better help its agents reach more discerning home buyers and sellers in a competitive marketplace.

Today's prospective real estate clients are doing more research on their own time and often turn to personal recommendations when finding an agent. By helping real estate professionals create easily shareable, quality video content, Re/Max hopes to make their agents more discoverable ([see story](#)).

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