

BLOG

## Top 5 brand moments from last week

January 28, 2019



*Burberry debuts Robert Tisci's first campaign. Image credit: Burberry*

By STAFF REPORTS

Luxury brands are retooling traditional event and advertising formats to create more contemporary forms of engagement with consumers.

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From a reimagined runway show to an inclusive marketing makeover, brands are demonstrating luxury's increasingly democratized and open approach. Elsewhere, sports humor and a music partnership aimed to entertain in unexpected ways.

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



*Anya Hindmarch weaves together artist creations in the Tube installation. Image credit: Anya Hindmarch*

British accessories label Anya Hindmarch is bringing awareness to a collection launch with another unique installation to capture consumers' attentions.

During London Fashion Week, the brand will launch its Weave Project installation through which visitors can physically climb. The piece, located at Brewer Street Car Park, promotes its new Neeson Collection ([see story](#)).



*Burberry has undergone changes this year. Image credit: Burberry*

After a highly publicized start at the company and heralding a major rebrand, Burberry creative chief officer Riccardo Tisci has dropped his first advertising campaign with a multigenerational focus so deep it extends behind-the-scenes.

Starting from the inside out, the British fashion label has assembled a cast of both photographers and models who span generations and countries of origin. The goal was to shine a light on Burberry's ability to transverse between its heritage and modern strategy, exhibiting that it is able to appeal to all people ([see story](#)).



*Lexus's new safety features are shared in a football-themed video. Image credit: Lexus*

Toyota Corp.'s Lexus is touting its crossover SUV and updated safety features in a tongue-in-cheek video as audiences turn their attention to the upcoming Super Bowl.

In a departure from its campaigns emphasizing craftsmanship, Lexus is sharing a humorous look at a mock safety system inspired by its UX sport utility vehicle. By finding inspiration from a hot topic among sports fans, the campaign can engage with a mass audience ([see story](#)).



*Shoppers have up to a week to review their potential purchases. Image courtesy of Net-A-Porter*

Online retailers Net-A-Porter and Mr Porter are launching their updated "try-before-you-buy" service, featuring curated at-home shopping consultations for their most loyal customers.

Despite embracing ecommerce, shoppers still prefer to get a real feel for luxury apparel before committing to

purchases. Try-before-you-buy services often allow consumers to pass the burden of browsing onto personal shoppers and stylists as well for added convenience ([see story](#)).



*Parmigiani has released a new musical and visual project. Image credit: Parmigiani Fleurier*

Swiss watchmaker Parmigiani Fleurier is putting a new twist on influencer marketing with a musical collaboration inspired by its timepieces.

Parmigiani is embracing hip-hop culture by enlisting Grammy-nominated musician Ryan Leslie to create an EP using its manufacture as a starting point. In addition to the four tracks, a music video subtly showing Parmigiani timepieces was also released ([see story](#)).

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