

BLOG

Top 5 brand moments from last week

February 4, 2019



Louis Vuitton Spring Summer 2019 boyhood campaign. Image credit: Louis Vuitton

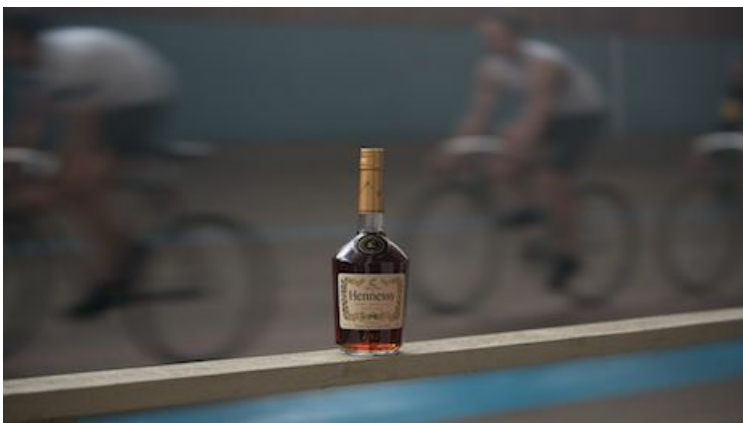
By STAFF REPORTS

Luxury brands prepared for the Super Bowl with creative efforts that appealed to a more mass audience than traditional campaigns.

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From a high-end spirit producer to a premium automaker, brands are looking for opportunities to introduce themselves to new consumers. Elsewhere, fashion labels continue to embrace values such as diversity, feminism and sustainability through their marketing.

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



Hennessy is one of the first luxury liquor brands to advertise during the Super Bowl. Image courtesy of Hennessy

LVMH-owned cognac brand Hennessy embraced the spirit of competition in its first Super Bowl advertisement.

Although Hennessy reaired an earlier campaign, its involvement in the Big Game was still notable. While the National Football League ended its ban on liquor advertisements during games starting with the 2017 season, spirits commercials remain limited due to other network television regulations and contract stipulations, allowing Hennessy the chance to stand out in its category during the prime marketing event ([see story](#)).

French fashion house Louis Vuitton's menswear artistic director Virgil Abloh's true commitment to diversity has allowed his first collection drop to see significant sales numbers, before it even reached the brand's boutiques.

After creating buzz for Louis Vuitton on the runway, the designer is bringing his unique approach to marketing with a new three-part campaign that focuses on personally important themes that are also present in his designs. The Boyhood series ushers in the menswear collection by showcasing infancy, childhood and adolescence, stages of development in which society's views of race and gender have not yet been imposed and kids dare to dream ([see story](#)).



Mercedes brings its A-Class to Atlanta for the Super Bowl. Image credit: Mercedes-Benz

German automaker Mercedes-Benz enlisted some famous faces for its spot during the Super Bowl.

With an audience of hundreds of millions expected to tune in to the event, Mercedes capitalized on the reach by featuring its most accessible offering, the A-Class sedan. Held on Feb. 3, this year's national championship game was of extra importance for the automaker since it was the title sponsor for the host stadium in Atlanta ([see story](#)).



Miu Miu's Shako Mako stars Alia Shawkat. Image credit: Miu Miu

Prada's Miu Miu is examining war through a feminine lens in the latest edition in its Women's Tales series.

"Shako Mako," directed by Hailey Gates, tells the story of Laila, an aspiring actress who feels stuck as she plays a civilian role in a staged training program for U.S. troops. Through the story, the film explores themes as wide-ranging as Islamophobia and the theatrics of war, as well as the roles women play in both entertainment and real life ([see story](#)).



Stella McCartney cast dinosaur statues as characters in its campaign. Image credit: Stella McCartney

British fashion label Stella McCartney is aiming to prove that plastic is not fantastic in a push for a more sustainably derived eyewear collection.

The brand's new bio-acetate eyewear incorporates materials made from wood pulp, a renewable resource that is biodegradable, rather than the typical petroleum-based acetate. Communicating the ecological impact in a humorous manner, the campaign turns to dinosaurs to describe the comparatively less cyclical nature of fossil fuels ([see story](#)).

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