

BLOG

Top 5 brand moments from last week

February 11, 2019



Este Lauder is introducing a lip care collection. Image credit: Este Lauder

By STAFF REPORTS

As the famous groundhog declares an early spring, brands are hopping to it with many releasing their spring/summer campaigns in interesting ways.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

A variety of films have dropped this past week to celebrate the upcoming change of seasons and the collection drops that come along with it. Playfulness, symbolism, music motifs and collaboration are a few of the themes luxury marketers have taken on in their new campaigns.

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



Armarium pop-up shop focuses on sustainability. Image credit: Armarium

Fashion rental platform Armarium channeled its sustainability leanings into a physical shop for awards season.

Armarium has launched a pop-up shop this February in Los Angeles, providing guests with editorial stylings and designer rentals. Sustainable consultancy firm Eco-Age is supporting the pop-up, which joins the Green Carpet Challenge, a movement encouraging celebrities to take to the awards season with sustainable fashion ([see story](#)).

Beauty brand Este Lauder launched its new lip care collection with the help of a brand ambassador in a playful new

film.

The Pure Color Envy Lip Care Collection combines cosmetics with skincare benefits, a trend that has been gaining steam in recent years. To maintain a sense of levity and youthfulness, a campaign film features a supermodel playing several roles for comedic effect ([see story](#)).



Justin Theroux wears the Tambour Horizon Connected Watch. Image credit: Louis Vuitton

French fashion label Louis Vuitton appealed to adventurers with a far-reaching campaign for its refreshed luxury smartwatch.

Louis Vuitton has often turned to travel-themed efforts to share its leather goods, apparel, jewelry and accessories, leaning on the house code. Its smartwatches are another way for the brand to reach younger affluents by balancing heritage with technology ([see story](#)).



Still from Travis Scott's "Can't Say" video. Image credit: Travis Scott

French fashion label Saint Laurent teamed up with rapper Travis Scott to put its brand in front of millions of consumers and modernize its image.

Saint Laurent produced and designed the wardrobe for the musician's "Can't Say" music video, earning the label prime placement on YouTube as the film was released on Feb. 5. Saint Laurent's partnership is indicative of the increasing convergence of streetwear and luxury fashion, allowing the brand to reach out to the next generation of buyers through pop culture ([see story](#)).



Bella Hadid models the Kith x Versace collection. Image courtesy of Kith

Italian fashion label Versace worked with streetwear label Kith for a collaborative collection that leverages both of their perspectives on style.

The 100 co-branded pieces created draw from silhouettes designed by Kith and fabrics sourced by Versace, combining both of their aesthetics. Increasingly, high-fashion and streetwear are converging as consumers crave more casual, sporty attire and partnerships are one way in which luxury is keeping up with changing styles ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.