

BLOG

Top 5 brand moments from last week

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Hermès is launching its first podcast. Image credit: Hermès

By STAFF REPORT'S

Collaborations, Valentine's Day celebrations and spring launches were in full bloom, with luxury brands taking to all forms of media with their new campaigns.

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Films, podcasts and on-location concepts have supported luxury marketers' and retailers' endeavors as spring is on its way. The marketers of today looked into the future by leveraging the heritage of the past.

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



Balenciaga takes on a new role in its science-fiction film

French fashion house Balenciaga continued to go against the grain with its latest campaign, which centers on a one-of-a-kind short that takes cues from a low-budget sci-fi film.

High-fashion brands often take on avant-garde film techniques to separate themselves from the masses in their campaigns. Balenciaga's spring/summer 2019 effort continues this tradition with a zany short complete with rollerblading, holograms, shoulder pads, cyborgs and secret missions ([see story](#)).

French fashion house Hermès delved into its iconic Parisian address in its first podcast series.

"The Faubourg des rves," or "The Faubourg of Dreams," features stories and memories from individuals including Herms artistic director Pierre-Alexis Dumas and Antoine Platteau, who designs the store's windows. Podcasting has become an increasingly popular storytelling medium for luxury brands, giving them a long-form means to engage with consumers ([see story](#)).



Selfridges' Daido Lip Bar. Image courtesy of Selfridges

British department store chain Selfridges looked to help shoppers make new friends with the opening of an intimate bar that seats six.

The Daido Lip Bar at the retailer's London flagship is an art installation that functions as a bar, serving up sake and Asahi beer in a compact space. This project is part of Selfridges' larger focus on the arts, as the retailer looks to provide more than merchandise to visitors ([see story](#)).



Still from Tiffany & Co. and British Vogue's film. Image credit: Tiffany & Co. and British Vogue

Jeweler Tiffany & Co. teamed up with Cond Nast's British Vogue to explore the topics of fashion and film.

Surrounding the 2019 Vogue and Tiffany & Co. Fashion and Film party, the partners launched a video series centered on the behind-the-scenes figures at both brands. While allowing Tiffany to further associate itself with fashion and film, this series also allows consumers to get to know the minds behind their jewelry or magazine ([see story](#)).



Valentino creates eerie backdrop for spring 2019. Image credit: Valentino

Italian house Valentino's spring/summer 2019 campaign focuses on extremes, but its high-fashion motif can send chills up viewers' spines.

Under the creative direction of Pierpaolo Piccioli, Valentino's new film takes place under the shade of night in a city's network of canals. Showcasing the label's collection and a new bag, the piece features an ominous score and a menacing cinematography style while maintaining its couture persona, leaving watchers wondering if creepy is in vogue ([see story](#)).

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