

BLOG

Top 5 brand moments from last week

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Neiman Marcus introduces Art of Travel capsule and editorial. Image credit: Neiman Marcus

By STAFF REPORTS

Crossing over into new territories is almost ubiquitous for luxury marketers now, but while many brands are grabbing attention with new endeavors, others are sticking to their roots.

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Feminism, travel and streetwear were among the waters tested in marketers' campaigns this past week. From spring film campaigns to a new product offering, brands are searching for ways to strike new cords with consumers.

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



Karlie Kloss returns for Good Girl. Image credit: Carolina Herrera

U.S. fashion label Carolina Herrera once again played with the dynamics of femininity in an interactive campaign built around its Good Girl fragrance.

Supermodel Karlie Kloss returns as the face of the Good Girl with a hint of bad as the label introduces an updated take on the original fragrance. Involving consumers in the campaign, Carolina Herrera is encouraging women to share how they demonstrate Good Girl qualities through a new microsite ([see story](#)).



Christian Louboutin launches sneakers. Image credit: Christian Louboutin

French footwear designer Christian Louboutin's latest design drop exhibits how far streetwear and sneaker culture has come, with the brand updating its style to continue appealing to trend-focused fashion fans.

The prestigious label, famous for its red-bottom sole, is now dipping its toe into the athletic sneaker category with a new shoe. Through a new campaign, #RunLoubiRun, Christian Louboutin uses a variety of genres to tout the new shoes ([see story](#)).



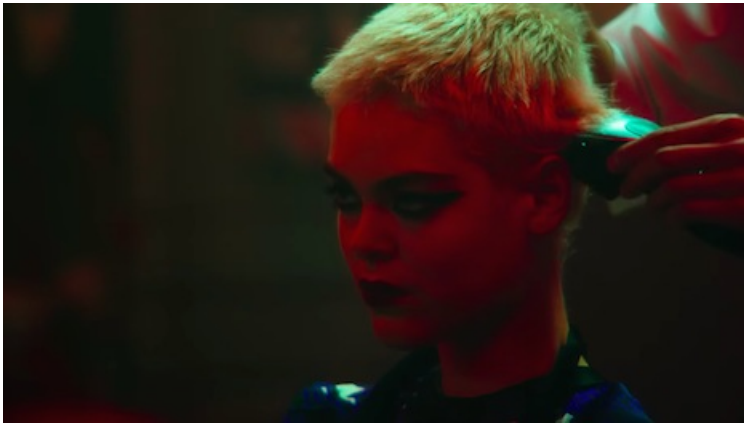
Louis Vuitton's Rare and Exceptional handbags in exotic skins. Image credit: Louis Vuitton

Luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton has introduced new requirements for its crocodilian leather sourcing, as the group continues its quest to be more transparent about animal welfare and other sustainability issues.

LVMH plans to have all the farms supplying its exotic leather tannery certified by its new standards by 2020. Affluents are expecting more transparency and public initiatives from luxury brands as they grow more aware of environmental issues ([see story](#)).

As experiential travel continues its upward momentum, department store chain Neiman Marcus took this notion head-on with a new travel guide that incorporates its retail endeavors into experiences.

Neiman Marcus experts have curated a capsule collection named "The Art of Travel," which combines experiences, retail and editorial. In the new retail environment, department stores need to work to create immersive initiatives such as this to cater to the distracted consumer of today ([see story](#)).



Miu Miu's Somewhere, Nowhere spring campaign

Prada's Miu Miu continued its emphasis on female empowerment with a new film that takes symbolism to a new level, turning an inherently masculine setting into a female-driven motif.

Miu Miu is cutting out the past, and male dominance along with it, as its female leads cut their hair to establish a new sense of self. The film turns a barbershop, an environment historically known for being a male hub, into a place of female reinvention ([see story](#)).

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