

BLOG

## Top 5 brand moments from last week

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Nordstrom's new campaign is centered on human emotions. Image credit: Nordstrom

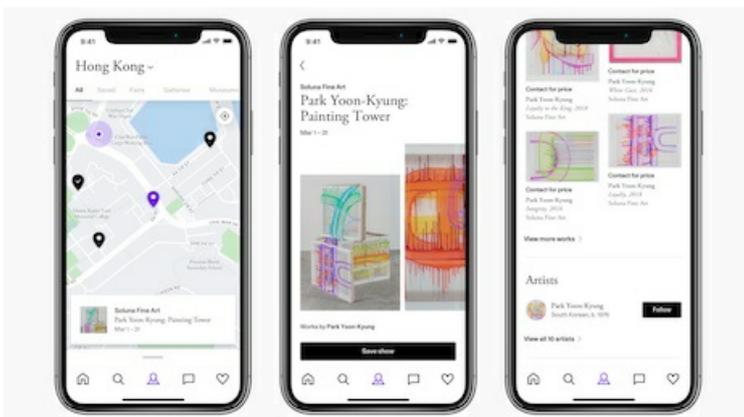
By STAFF REPORTS

Luxury marketers have been finding inspiration from unlikely places, including art, film and cities, to depict brands in a new light.

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Art, both classic and contemporary, diversity and masculinity were among the topics explored in creative campaigns this past week. Advertisers also took advantage of the Academy Awards to reach wide audiences.

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



Artsy's mobile app will now include art-focused city guides. Image courtesy of Artsy

Global art platform Artsy and German automaker BMW are celebrating art culture by collaborating on a new mobile feature.

The Artsy mobile application will soon include personalized city guides that encourage users to explore nearby gallery exhibitions, art fairs and museum shows. Not only will events and artworks be tailored based on consumers' preferences, but Artsy expects the updated app to refine the discovery-to-purchase art collecting experience ([see story](#)).



*Ryan Reynolds stars in a new campaign for Armani Code Absolu. Image credit: Armani*

Italian label Giorgio Armani is showing a seductive yet sardonic side to masculinity in a new film starring actor Ryan Reynolds.

Mr. Reynolds is the latest spokesperson for Armani Code, including the label's newest fragrance for men, Armani Code Absolu. The brand has stated that its Code fragrances are meant to embody self-fulfillment and the personality of a man who masters the art of seduction, a notion that it believes Mr. Reynolds embodies ([see story](#)).



*Marni's spring/summer 2019 campaign takes place in an art museum. Image credit: Marni*

Italian fashion label Marni is highlighting the relationship between classical art and sensuality in its quirky spring/summer 2019 campaign.

With nods to ancient cultures via a museum setting and Latin titles, Marni is drawing attention to the timeless quality of its pieces. To expand the campaign film's reach, Marni also ran a sponsored social media campaign with the help of an influential publication ([see story](#)).



*Models of all ages and ethnicities are included in Nordstrom's new ad. Image credit: Nordstrom*

As ecommerce continues to impact traditional bricks-and-mortar retail, department store Nordstrom is emphasizing the importance of the human connection in a cinematic new campaign.

Nordstrom's new short, which debuted alongside the Academy Awards, features a series of vignettes that tout human experiences that cannot be replicated online. The advertisement is not set in a physical Nordstrom store and instead

attempts to build an emotional connection to viewers ([see story](#)).



*Martin Scorsese for Rolex. Image credit: Rolex*

Swiss watchmaker Rolex is looking to inspire the next generation of filmmakers with a commercial timed to the Academy Awards.

Along with sponsoring the greenroom during the ceremony on Feb. 24, Rolex rolled out a commercial featuring Oscar-winning directors. While many luxury brands align themselves with actors via red carpet dressing, Rolex instead looked to those behind the camera ([see story](#)).

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