

BLOG

## Top 5 brands moments from last week

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*Chloë Sevigny is among the first personalities featured in Farfetch Communities. Image credit: Farfetch*

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By STAFF REPORTS

Luxury brands are leaning into the idea that content is king by debuting new podcasts, film series and editorial experiences.

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A hospitality company is embarking on a global culinary journey with a celebrity chef, while a retailer is mobilizing its existing community of tastemakers to create an evolving content-centric ecommerce feature. Meanwhile, other brands sought to give their VIPs the influencer treatment with a new loyalty program and an out-of-the-box pop-up.

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



*Barneys spotlights influencers like @your.gal.shan on its blog. Image credit: @your.gal.shan*

Department store chain Barneys New York is releasing a new loyalty program that focuses on inclusive forms of payment and capitalizes on the lure of being an influencer.

Since many loyalty programs today have leaned into the mobile era and are operated through applications, retailers often require consumers to pre-load money or open a brand-specific credit card, but Barneys is taking a different approach. Consumers can earn rewards no matter what form of payment they use, and shoppers will also have a chance to live the lifestyle of an influencer ([see story](#)).



*La Mer creates a larger-than-life jar of its product. Image credit: La Mer*

Estée Lauder Cos.' Crème de la Mer has created its largest jar yet, allowing travelers at duty free retailer DFS in Hong Kong to interact with the installation.

The 16.4-foot jar allows shoppers and travelers to experience the La Mer brand on a larger-than-life scale. Celebrating the brand's moisturizer, the giant jar is located at T Galleria Beauty by DFS, Hong Kong, Causeway Bay, and allows guests to literally step inside the brand ([see story](#)).



*Crystal is taking consumers on a culinary journey. Image courtesy of Crystal*

Cruise line Crystal is leading with food in a new series that takes consumers around the world through local tastes.

The hospitality company has teamed up with celebrity chef Jon Ashton on a 12-part video series that ventures to destinations served by Crystal Serenity. This culinary exploration has inspired dishes served on-board the ship, but it also allows consumers to experience dining Crystal-style from any location ([see story](#)).

Ecommerce group Farfetch is bringing shoppers an editorial ecommerce experience through the launch of a new concept that leans on its global community.

Farfetch Communities will feature content from selected members of the retailer's community, allowing consumers to browse through edits made by boutique owners, stylists or cultural icons. With this move, Farfetch is speeding up its editorial output, taking its online content from weekly to daily updates ([see story](#)).



*Mariella Frostup hosts Harrods: True Tales of Luxury. Image credit: Harrods*

British department store Harrods is taking its luxury expertise to the auditory world.

Harrods is releasing a new podcast series entitled “Harrods: True Tales of Luxury.” The audio series will be released in six episodes, hosted by broadcaster Mariella Frostup, as she dives into what luxury means today ([see story](#)).

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