

BLOG

Top 5 brand moments from last week

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Prada Mode in Miami. Image credit: Prada

By STAFF REPORTS

Luxury marketers are taking partnerships to greater heights as well as entering into new territories for branding purposes.

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Last week, brands took to collaborations for new adventures in marketing, products and retail. Pop-ups, new collections and advertisements are some of the multitude of ways that luxury brands are crafting branded experiences.

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



Bentley Beyond - The Collection is the automaker's first exclusive perfume line. Image courtesy of Bentley

British automaker Bentley translated its passion for travel into a trio of perfumes.

Dubbed Bentley Beyond The Collection, the scents are designed to evoke the feelings of India, Indonesia and Mexico. This marks Bentley's first exclusive collection of fragrances for men and women, following other perfume launches in the past ([see story](#)).



Jimmy Choo is another brand in the Capri family. Image credit: Capri

Capri Holdings' Jimmy Choo dipped its toe into apparel with little to no risk by focusing on selling streetwear online. But will the collection grow into something more sustainable for the brand?

As Jimmy Choo continues to evolve under the company formally known as Michael Kors Holdings, which now also owns Versace, the brand has branched out into apparel for the first time with a line consisting of only hoodies and T-shirts. Currently, the label has a still photography campaign on the collection and its pieces are only available online, but experts are wondering if Jimmy Choo will extend this into a full line ([see story](#)).



John Varvatos' Game of Thrones collection. Image credit: John Varvatos

U.S. menswear label John Varvatos joined the throngs of brands who are tapping into the final season of HBO's "Game of Thrones" series.

The cult television show has consumers abuzz with bittersweet excitement for its last season. Working with the show's creator, John Varvatos has designed a collection of 11 pieces, all embodying the "Game of Thrones" essence with a variety of nods to the show ([see story](#)).

Italian fashion house Prada continued to engage consumers during Art Basel with the upcoming launch of a private club during the Hong Kong edition of the fair.

The second iteration of Prada Mode will see the brand host a space that functions as an eatery, lounge, gallery and event space. This follows the debut Prada Mode experience that kicked off at Art Basel Miami in December ([see story](#)).



Valentino's new bag showcased on New York public transportation. Image credit: Valentino

Italian house Valentino leveraged the amateur style of a popular Instagram account to harness an authentic campaign for a new bag.

Ranging in price from \$845 to \$3,295, Valentino's new VRing bag collection is taking a personal approach to a campaign. The various pieces of the collection are shown off in a series of seemingly nonprofessional photographs, featuring only individuals' hands while riding the subway, in line with the account @SubwayHands ([see story](#)).

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