

BLOG

Top 5 brand moments from last week

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Artemest has launched a wedding registry. Image credit: Artemest

By STAFF REPORTS

Luxury marketers are exploring new ways to leverage digital channels to reach consumers and expand on their service and product offerings.

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Last week, brands went online to present more streamlined looks and offer new services for on-the-go affluents. Elsewhere, humor and creativity were apparent in new campaign films.

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



Artemest gives couples a concierge. Image credit: Artemest

Italian artisan ecommerce platform Artemest is positioning itself as a wedding gift destination through the launch of an online registry.

Through Artemest's Web site and application, brides and grooms to be can select pieces that they wish to receive from family and friends. While many couples turn to department stores or other multi-brand retailers for their wide selections, Artemest is aiming to attract soon-to-be newlyweds with a range of 20,000 different goods ([see story](#)).



Cadillac Live is one part personal shopper, one part live interactive digital showroom. Image courtesy of Cadillac

U.S. automaker Cadillac is looking to change the car-buying experience with a live digital showroom that facilitates one-on-one interactions between consumers and agents.

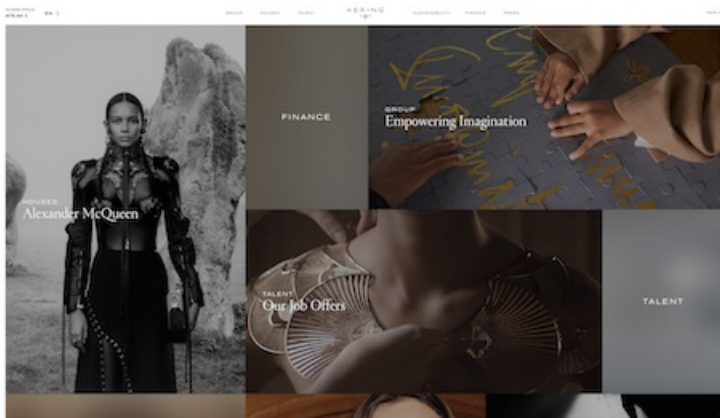
As affluents grow more accustomed to online research and ecommerce, automakers continue to experiment with ways to add more digital communications into the shopping journey. Claiming to be the first of its kind, Cadillac Live attempts to bridge the gap between analog and digital, as in-person experiences remain essential for affluent drivers ([see story](#)).



JW Anderson has looked to infomercials for its latest effort. Image credit: JW Anderson

British fashion label JW Anderson is showing off its sense of humor through a campaign that promotes its luxury-priced handbags through a more mass-market advertising approach.

The brand's "JWA-TV" effort is a series of three infomercial parodies that show two cohosts seemingly ad-libbing their thoughts about the bags to a cheesy soundtrack. Fitting with JW Anderson's often irreverent tone, the throwback style ads are complete with awkward jokes and candid interactions ([see story](#)).



Kering's new Web site. Image courtesy of Kering

French luxury conglomerate Kering is updating its Web site design to be more dynamic and editorial.

The new site will make it easier for visitors to view all of the group's news and initiatives. At the center of the redesign is the idea of "Empowering Imagination," as the company looks to communicate its forward-looking

perspective ([see story](#)).



Trussardi has launched a new male fragrance. Image credit: Trussardi

Italian fashion label Trussardi is exploring different sides of masculinity in a campaign centered around a new men's fragrance.

"Riflesso Blue Vibe" is the latest addition to Trussardi's collection of male fragrances. The campaign has an emotive and artistic center, and was timed to coincide with Father's Day in Italy ([see story](#)).

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