

BLOG

## Top 5 brand moments from last week

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*The Mercedes In-Car Gaming Challenge aims to up entertainment in vehicles. Image courtesy of Daimler*

By STAFF REPORTS

As luxury continues to lean more towards experiences, marketers are launching partnerships and brand extensions aimed at connecting with consumers in immersive ways.

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From a wellness-themed hotel to in-car gaming, brands are focusing on selling and creating both physical and intangible goods that promote entertainment or well-being. Elsewhere, a retailer is rolling out a new flagship concept designed to encourage exploration and personal relationships between staff and shoppers.

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



*The first Equinox Hotel is opening in Manhattan. Image credit: Equinox*

As the wellness industry continues to disrupt the hospitality business, luxury fitness company Equinox is debuting its own hotel brand.

Reservations are now available for the first Equinox Hotel property in New York's Manhattan borough. While luxury hotels incorporate wellness amenities and activities, Equinox's fitness culture has influenced nearly all details of its hotel ([see story](#)).



*Galeries Lafayette's store on the Champs-Élysées is opening this week. Image credit: Galeries Lafayette*

French department store chain Galeries Lafayette is aiming to make shopping more entertaining, intimate and curated at its newly opened Champs-Élysées flagship in Paris.

Opened to the public on March 28, the almost 70,000-square-foot store relies on a combination of technology, service and experiences to meet the demand for retail that goes beyond what ecommerce can offer. This latest store concept reflects Galeries Lafayette's move towards more omnichannel retail, enabling it to test new ideas ([see story](#)).

German automaker Mercedes-Benz is looking to gamify the in-vehicle experience, as future autonomous driving capabilities open the door to more immersive forms of mobile entertainment.

The brand's parent company Daimler is launching the Mercedes-Benz In-Car Gaming Challenge, which asks students, designers and startups to envision gaming solutions for cars and buses, which work with the vehicle's own infrastructure or mobile devices. This global competition reflects the growing effort among automakers to reimagine how the driving experience will look once consumers do not have to take the wheel ([see story](#)).



*Bang & Olufsen's Rimowa collaboration product. Image credit: Bang & Olufsen*

High-end luggage brand Rimowa is highlighting the connection between travel and audio through a collaboration with luxury audio equipment manufacturer Bang & Olufsen.

The two are releasing a limited-edition pair of wireless Beoplay H9i headphones anodized aluminum and genuine leather that embodies the two brands. The high-tech product comes in a warm light gray color and features an innovative touch interface, along with active noise cancellation and is packaged in an aluminum case in Rimowa's luggage style ([see story](#)).



*Travel + Leisure's April cover. Image courtesy of Travel + Leisure*

Meredith's *Travel + Leisure* is focusing on the human side of travel in a redesign that centers on making the magazine more luxurious and modern.

For editor in chief Jacqui Gifford's first full issue, on newsstands March 29, the magazine is revamping its layout in an effort to be more engaging and personal through first-person storytelling, hand-drawn details and photography. The affluent traveler has changed, as consumers desire trips that enable them to fully immerse themselves in a local culture, and *Travel + Leisure* is looking to bring that perspective to its pages ([see story](#)).

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