

BLOG

Top 5 brand moments from last week

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Gucci's new campaign is inspired by Ancient Greece and the countercultural movement of the 1960s. Image courtesy of Gucci

By STAFF REPORTS

Luxury brands are partnering with famous faces and influencers to build more authentic relationships with younger consumers.

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Authenticity and self-expression are important values for younger affluents, and this week brands leveraged influencers' own words to better connect with consumers. Elsewhere, a fashion label took inspiration from a bygone era while a beauty brand looked to the future with new technology uses.

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



Bally recruited influencers for its Champion campaign. Image credit: Bally

Swiss apparel and accessories label Bally is relaunching a classic '90s sneaker with a modern, influencer-backed approach.

The refreshed line and accompanying campaign mark Bally's latest streetwear effort, though this time the label is going back into its footwear archives. Bally has also been making influencers and personal style cornerstones of recent campaigns, appealing to younger consumers' desire for authenticity ([see story](#)).



Chopard's new engagement ring campaign does not include a couple. Image credit: Chopard

Swiss jeweler Chopard is appealing to modern brides with an engagement ring campaign centered around an independent woman.

"Light is Love" follows Petra Nemcova enjoying a solo adventure in Paris, widely considered one of the world's most romantic cities. As younger affluents develop new perspectives on traditions such as marriage, jewelers are turning to more contemporary efforts that reflect changing attitudes ([see story](#)).



Gucci pre-fall 2019. Image courtesy of Gucci

Italian fashion label Gucci is finding inspiration from very different time periods for its pre-fall 2019 campaign, which celebrates creativity, conversation and self-expression.

Set to a psychedelic soundtrack, Gucci's latest film features groups of young people participating in activities that are not typical for the luxury label, including surfing and camping. The backdrop of ancient ruins also imbues the campaign with a sense of timelessness ([see story](#)).

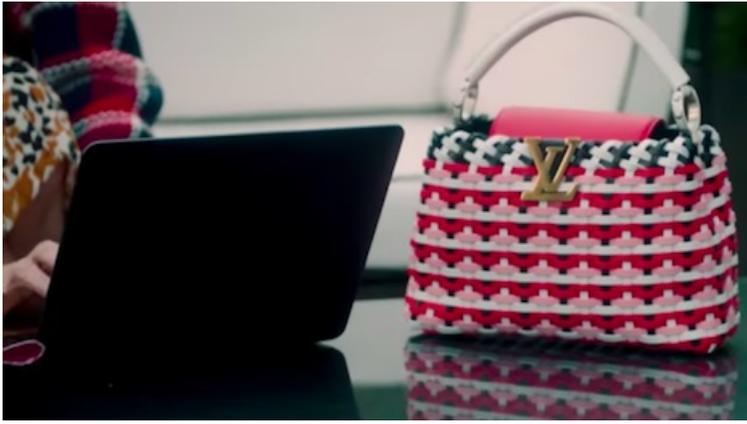


Guerlain's Rouge G comes in 450 different combinations. Image courtesy of Guerlain

French beauty label Guerlain is giving consumers tools to try on its cosmetics virtually through a partnership with Voir.

By using in-store iPads at Guerlain boutiques or the Voir mobile application, shoppers can see what they would look

like wearing shades of the brand's products. Increasingly, beauty brands are looking to replicate the in-store counter trial in digital channels, looking to meet consumers where they are researching ([see story](#)).



Louis Vuitton has tapped Lauren Santo Domingo for a short film. Image credit: Louis Vuitton

French fashion label Louis Vuitton is showing how its Capucines handbag collection can take consumers from day to night through a short featuring Lauren Santo Domingo.

Ms. Santo Domingo is the cofounder and chief brand officer of Moda Operandi, and the film highlights her entrepreneurial workdays filled with meetings, decisions and events. As an influential fashion figure with 266,000 Instagram followers, Ms. Santo Domingo's seal of approval may help to boost the appeal of the bags ([see story](#)).

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