

BLOG

Top 5 brand moments from last week

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Hems launched a colorful scarf campaign. Image credit: Hems

By STAFF REPORTS

Luxury brands are looking to strike a balance between heritage and innovation as marketers embrace creative ways to reach affluent.

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This week, fashion houses took new approaches to classic elements of their brands. Elsewhere, two automakers have teamed up with action-packed film franchises to expand their audiences.

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



Brie Larson appears as Captain Marvel in a new Audi campaign. Image courtesy of Audi

German automaker Audi is enlisting a powerful superhero in its latest campaign centered on its fully electric sport utility vehicle.

For Audi's newest initiative with Marvel Studios, Academy Award-winning actress Brie Larson reprises her role as Captain Marvel. Audi is also continuing its push to introduce its luxury electric vehicles to mainstream audiences, leveraging its relationship with Marvel for added exposure ([see story](#)).



Coco Chanel first came to Hollywood in 1931. Image credit: Chanel

French fashion house Chanel is emphasizing the longtime link between two different cultures with the latest installment of its heritage film series Inside Chanel, which follows the house founder's arrival in the United States. "Chapter 25, Gabrielle Chanel Goes West" explores how the French label found success stateside. House founder Gabrielle "Coco" Chanel first came to America in the 1930s, and her career there spanned decades ([see story](#)).



Hermès shows different approaches to its silk scarves. Image credit: Hermès

French fashion house Hermès is bringing a playful and artistic spirit to its latest silk scarf campaign. Its iconic accessory is being refreshed with a new series of prints, and the "Not So Square" short film shows how Hermès celebrates individuals' self-expression without being overly traditional. In various scenes, the vignette also portrays the classic scarves as inspiring works of art ([see story](#)).



The 2020 Lexus RC F to star as the Men in Black agents' vehicle of choice in Sony Pictures' Men in Black: International. Image credit: Sony Pictures

Toyota Corp.'s Lexus has been named the official vehicle of a new film, in which the 2020 RC F will act as an aid in fighting aliens that pose a threat to humanity.

In light of a new design, Lexus 2020 RC F will appear in "Men in Black: International" this upcoming summer, showing off its faster and lighter characteristics. Touting its power-to-weight ratio, the new Lexus will be the vehicle of choice in high-speed chases as the main characters fight against alien races ([see story](#)).



Missoni's Adidas collaboration. Image credit: Missoni

Italian fashion label Missoni is translating its heritage into a running-themed collaboration with Adidas.

Teaming up with the sporting wear brand, Missoni is taking its aesthetics to activewear, creating apparel and sneakers that include its knitwear styling. This is the brand's latest bridge into activewear, with a focus on a sport favored by one of its founders ([see story](#)).

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