

BLOG

Top 5 brand moments from last week

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F is for Fendi acts as the music video for Astrid S

By STAFF REPORTS

Luxury brands are engaging consumers on social media by tapping into trends or influential personalities.

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This past week saw a brand produce a music video with a pop-star, while an automaker turned its cars' noises into ASMR tracks. Elsewhere, brands delved further into categories with initiatives that take consumers' changing needs and values into mind.

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



Bulgari's installation at Oculus One World Trade. Image credit: Bulgari

Italian jeweler Bulgari is launching an interactive installation in a location with significant amount of foot traffic for the anniversary of a unique collection.

B.zero1, Bulgari's unconventional collection based on the Roman Coliseum, is celebrating its two-decade-long anniversary with a special installation at the transit center at One World Trade. A 3,400-square-foot labyrinth opens today at the Oculus at One World Trade in New York ([see story](#)).

Italian fashion label Fendi is persisting its F is for Fendi campaign in an only organic and authentic manner, by

supporting the new song release of Norwegian singer Astrid S.

As part of its F is for Fendi campaign catering to younger audiences, Fendi has released content to support Astrid S's new song by filming a music video. The authentic approach is a part of the larger F for Fendi campaign strategy that focuses solely on organic content, made by millennials for millennials ([see story](#)).



Dani Miller of Surfbot will be one of the faces of Gucci's new lipstick. Image credit: Gucci

Italian fashion label Gucci is moving further into the beauty world with a line of new lipstick, launching with a special event and campaign after an extensive tease.

Gucci teased an upcoming new lipstick collection over the past few days with a series of videos on its Instagram with women discussing the problems they have with their lipstick. The lipstick comes from a new makeup line under its creative director Alessandro Michele ([see story](#)).



Lexus drives into ASMR. Image credit: Lexus

Toyota Corp.'s Lexus is tapping into the ballooning social media phenomenon of ASMR in a new film series that looks to define the sound of luxury.

Lexus is hoping to awaken consumers' senses with a new video series that takes viewers on an auditory journey. The collection of films showcases a variety of iconic sounds from Lexus vehicles in a heightened manner, spotlighting different parts of the car ([see story](#)).



Homes & Villas property in Anguilla. Image courtesy of Marriott International

Hotel group Marriott International is embracing the sharing economy with a new rental division poised to compete with hospitality disruptors such as Airbnb.

Dubbed Homes & Villas by Marriott International, the platform will enable consumers to rent properties from third-party companies through the world's largest hotel group. While other hospitality companies have added rental firms to their portfolios, and Marriott has tested a similar concept in Europe, this will mark the first United States rental platform powered by a hotel operator ([see story](#)).

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