

BLOG

Top 5 brand moments from last week

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MatchesFashion celebrates Frieze. Image credit: MatchesFashion

By STAFF REPORTS

As the weather gets warmer, luxury brands are launching collections and undergoing unique endeavors to tout their new lines.

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Pop-up shops, retail and dining concepts and extensive social media campaigns are some of many ways brands sought to connect with consumers over the past week. Cruise collections also made their way down the runways as the summer looms.

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



Keira Knightley appears in a new campaign from Chanel. Image credit: Chanel

French fashion label Chanel explored the delicate nature of time and memories with the help of famous women for its latest J12 campaign.

Chanel ambassadors including Keira Knightley and Liu Wen appeared in a new video series, "It's All About Seconds." Every woman shares some of her favorite daily moments as well as her first memories of Chanel, reinforcing the timelessness of the house's creations ([see story](#)).



Image credit: Christian Dior

French fashion house Christian Dior delved into its effort to bring authentic cultural appreciation to its cruise 2020 show in Marrakech, Morocco, exploring how it enlisted the work and creativity of local artisans for the event.

Fashion brands have become more aware of how thin the line is between cultural appreciation and appropriation, even becoming the target of backlash from social media users. By spotlighting its partnership with Moroccan artisans, Dior is seeking to circumvent any controversy and instead focus on its designs ([see story](#)).



Gucci has three new lipstick formulas. Image courtesy of Gucci

Italian fashion label Gucci has continued its unconventional approach with the launch of its new beauty line, the latest endeavor from creative director Alessandro Michele.

Since joining the brand in 2015, Mr. Michele has added his personal touches to Gucci's fragrances, relying on inventive digital campaigns to examine his unique perspective on beauty. The latest iteration of Gucci Makeup is the first cosmetics collection of Mr. Michele's tenure, extending his aesthetic to another entry-level category ([see story](#)).

Retailer MatchesFashion.com took its retail expertise beyond digital in a pop-up at Freize New York, where panels and discussions are to be held.

Integrating fashion with art, the pop-up shop featured a range of women's wear and menswear but also hosted a series of talks and sessions with artists. The pop-up shop at the art festival is a product of an extensive partnership with Frieze and MatchesFashion ([see story](#)).



Tiffany & Co's cafe pop-up opens in Beverly Hills. Image credit: Tiffany & Co.

U.S. jeweler Tiffany & Co. used Mother's Day as way to fete its new caf in Beverly Hills, CA, allowing family to truly have "Breakfast at Tiffany's."

Based off the Blue Box Caf in New York, Tiffany has opened a limited-edition eatery on Rodeo Drive in Beverly Hills, citing it as the "first pop-up caf in North America." After opening the Blue Box Caf in New York in 2017 as a way for fans to truly experience "Breakfast at Tiffany's," inspired by the iconic novel and Audrey Hepburn movie, the concept has taken off ([see story](#)).

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