

BLOG

## Top 5 brand moments from last week

May 20, 2019



*Mery Lamb Lamb for #GucciGig. Image courtesy of Gucci*

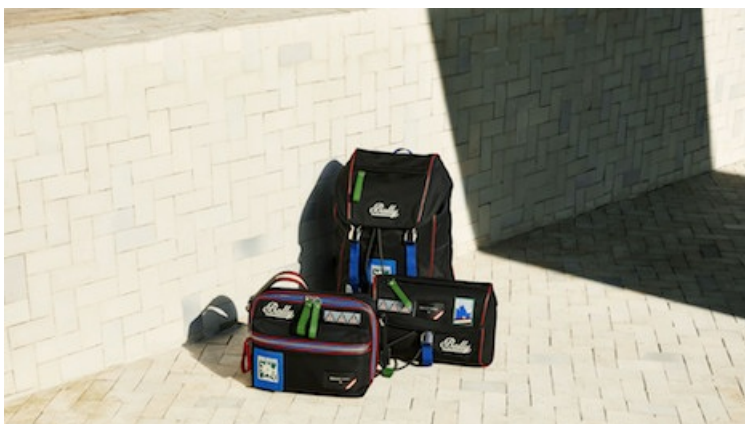
By STAFF REPORTS

Streetwear, craftsmanship and social values have been continual themes in luxury, and brands are not planning on backing down.

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Luxury brands have often celebrated the craftsmanship in their work but brands are finding new ways to do so with unique marketing tactics. This past week, brands exhibited this as well as their continued agenda in making sustainability and social issues more prevalent in addition to many other modern marketing techniques.

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



*Bally x DFS capsule. Image courtesy of DFS*

Swiss fashion label Bally is bringing an exclusive collection to LVMH's duty-free DFS stores, looking to reach travelers through the retailer.

The DFS x Bally capsule celebrates newly named ambassador Deng Lun, a 26-year-old Chinese actor. Duty-free retail environments enable brands to offer travelers something different, connecting a shopping experience with a trip ([see story](#)).



*Fendi's Roma Amor drop. Image courtesy of Fendi*

Italian fashion label Fendi is drawing parallels between graffiti and craftsmanship in a collaboration with street artist PREF.

Fendi's Roma Amor drop features apparel and accessories for men, women and children emblazoned with a Roma Amor logo and neon accents. The brand has recently played with the drop retail concept by creating limited-edition merchandise aimed at a youthful audience ([see story](#)).

Italian fashion label Gucci is exploring the live music experience in a collaborative digital project that links performing and visual artists.

For #GucciGig, the brand paired 12 musicians with illustrators, photographers, graphic designers and videographers to capture their interpretation of playing live shows. Alongside the social media project, Gucci is launching a new Spotify account, enabling the brand to more consistently connect with consumers over music ([see story](#)).



*Saks Fifth Avenue is marking the 50th anniversary of the Stonewall Inn Uprising. Image credit: Saks Fifth Avenue*

Department store chain Saks Fifth Avenue is kicking off Pride Month celebrations through a wide-ranging partnership with the Stonewall Inn Gives Back Initiative, looking to raise awareness for the historical event in the LGBTQ rights movement.

Saks' multichannel campaign includes a capsule collection, digital short, window installments and more in honor of the 50th anniversary of the Stonewall Inn Uprising. Prominent members and allies of the LGBTQ community are featured in the campaign, lending it more authenticity ([see story](#)).



*The Winter 2018 campaign is set in Campbelltown in Scotland. Image credit: Stella McCartney*

British label Stella McCartney is working with technology giant Google to help the fashion industry become more sustainable.

Through a pilot program, Google will be building a data analytics tool to assist brands in gaining an understanding of the environmental impact of their supply chains. As brands strive to be more eco-friendly in their production, the raw material stage is often difficult to measure, something that Stella McCartney and Google are looking to change ([see story](#)).

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