

BLOG

## Top 5 brand moments from last week

May 28, 2019



*Fenty launches online May 29. Image credit: LVMH*

By STAFF REPORTS

Sustainability, inclusivity and women's empowerment were central themes for luxury brands' initiatives and marketing campaigns this past week.

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One luxury watchmaker leveraged technology in a groundbreaking way, while LVMH revealed more details about the launch of its new Fenty house. These moves reflect the luxury business' shift towards younger affluents who support social issues and have embraced digital media and technology.

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



*Este Lauder looks to promote sustainability in Indonesia. Image credit: Este Lauder*

Beauty group Este Lauder is supporting sustainability in production, with a partnership to promote palm oil and palm derivatives.

Working with long-term ingredient suppliers BASF, the Roundtable on Sustainable Palm Oil and the civil society organization Solidaridad, Este Lauder is helping to prevent deforestation and increase social and economic benefits for farmers in Indonesia. The project in Lampung, Indonesia aims to encompass 1,000 independent smallholder farmers ([see story](#)).



*Forevermark's new campaign stars real couples. Image credit: Forevermark*

De Beers Group's Forevermark is encouraging individuals to perform and share acts of love, as the fine jeweler launches its first large-scale campaign since refreshing its digital strategy.

Forevermark's "Live and Love" campaign examines real-life relationships, even moving beyond romances to explore the bonds between families and friends. A social media component looks to further engage consumers by celebrating everyday moments ([see story](#)).



*Franck Muller Encrypto Bitcoin Watch. Image credit: Franck Muller*

Swiss watchmaker Franck Muller is incorporating cryptocurrency into its strategy in a unique way, more so than simply accepting it as payment.

Encrypto is its new watch design, which Franck Muller is labeling "the world's first functional bitcoin watch." Meant to create a bond with bitcoin investors, the watch is customizable but features a special QR code within the face ([see story](#)).



*Fenty's logo. Image courtesy of LVMH*

LVMH is taking no time to capitalize on its partnership with music artist Rihanna, launching her new fashion collection in a pop-up shop this month.

While a Fenty collection was rumored for sometime, after LVMH confirmed the partnership with the singer it soon after revealed that it would go live in May. A Paris pop-up shop opened on May 24 and online availability will launch

May 29 ([see story](#)).



*Mercedes will gift thousands of girls in first grade a toy replica of the car driven by the first woman to win the Grand Prix*

German automaker Mercedes-Benz is hoping to break gender stereotypes with a new toy car in partnership with iconic toymaker Mattel.

Known as the creator of Barbie, Mattel is has been working to challenge gender roles is now making a toy car to show girls they can grow up to be anything they want to be. The car is representative of an important moment in history for women, as it is a die-cast Matchbox replica of the Mercedes-Benz 220SE in which Ewy Rosqvist won the Argentinian Grand Prix ([see story](#)).

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