

BLOG

Top 5 brand moments from last week

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A cat shows off the rebranding of Jean Patou. Image credit: LVMH

By STAFF REPORTS

Luxury brands sought to reinvent themselves through rebranding campaigns centered on simplification and streamlining their images.

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One key sector that saw branding changes this past week was hospitality, as hotel chains focused on the real experiences of guests or reinforcing their heritage. Elsewhere, a fashion brand took inspiration from film for an interactive advertising effort.

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



Balmain's fall/winter 2019 campaign features Cara Delevingne. Image credit: Balmain

French fashion label Balmain is turning consumers into directors by giving them the choice of how the plot of its latest campaign should develop.

Balmain creative director Olivier Rousteing is extending the brand's relationship with his friend Cara Delevingne, tapping the model-actress for a handbag collaboration and a series of dramatic films. Rather than creating a static campaign, Balmain developed interactive films that offer consumers the chance to choose the endings of each film, putting them in control to drive up engagement ([see story](#)).



Langham looks to real moments for its new positioning. Image credit: Langham

Hong Kong-based Langham Hospitality Group is the latest hotel brand to undergo a repositioning, as the chain hopes to modernize its luxury status amid shifts in the high-end travel industry.

Langham is launching a new logo in addition to a brand campaign that taps into consumers' interest in making unforgettable memories. After remaining somewhat passive on a marketing level, Langham is shining the spotlight on its luxury offerings with the new positioning after looking into consumer feedback.

Previously defunct maison Jean Patou is continuing its resurrection with a rebranding, changing its name to just Patou.

Overseen by LVMH, Patou will move forward without the Jean portion of its name as well as new branding. The house now has a variety of social media accounts, where it is sharing the rebranding in a series of short playful clips ([see story](#)).



Savoirrepositions for simplification. Image credit: Savoir

Bed manufacturer Savoir is rebranding itself, turning the focus back to its luxury status and emphasizing its craftsmanship and comfort.

Working with London-based design studio Without, Savoir is repositioning itself to emphasize comfort and sleep, the factors most important to consumers when it comes to bedding. Products are now categorized into four labels, ranging from opulent starter to super-luxury ([see story](#)).



Sofitel's Live the French Way campaign. Image courtesy of Sofitel

Hospitality brand Sofitel Hotels & Resorts is leaning into its French heritage in a branding campaign centered on the nation's culture.

"Live the French Way" invites potential guests to discover the French lifestyle, from its design to its food. While the chain has expanded around the world to 40 countries, it is seeking to differentiate itself by focusing on its roots ([see story](#)).

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