

BLOG

## Top 5 brand moments from last week

June 10, 2019



*Prada's Code Human celebrates individuality. Image credit: Prada*

By STAFF REPORTS

Luxury brands leveraged experimental physical spaces and highlighted individuality in efforts to connect to younger affluents seeking authenticity and relatability.

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While two fashion brands centered campaigns on originality, they did so while still reflecting their heritage and other values. Elsewhere, a luxury spirits brand is hoping to reach a wider audience by capitalizing on a major sporting event.

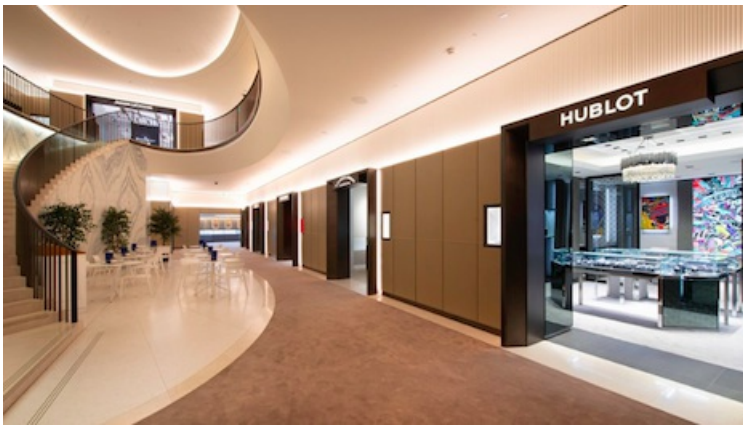
Here are the top five brand moments from last week, in alphabetical order:



*Belstaff's new campaign follows individuals such as community advocate Rebecca Munro. Image credit: Belstaff*

British fashion label Belstaff is turning to intimate portraits of rugged individuals to give the brand another layer of authenticity.

In a collaboration with high-end camera manufacturer Leica, Belstaff is sharing the stories of “Everyday Heroes” through short films. The individuals featured live and work in the Scottish countryside, showing a more realistic portrayal of the men and women who may wear Belstaff ([see story](#)).



*Harrods' Fine Watch Room. Image credit: Harrods*

British department store Harrods is taking a journey through time with an in-depth experiential dive into luxury watches.

As bricks-and-mortar stores are leveraging their physical presence to create interactive initiatives, Harrods is using its luxury timepiece knowledge to hold a series of talks on the subject. Discussions and events will be held in the Fine Watches rooms in Harrods' ground floor ([see story](#)).



*Hennessy highlights craftsmanship in latest TV spot. Image credit: Hennessy*

LVMH-owned cognac brand Hennessy is leaning into television advertising spend with a new spot showcasing craftsmanship, as spirit brands continue to focus on the small screen.

Hennessy is tapping into the NBA Finals audience, which it feels offers widespread views as well as a cross segment of consumers. The spot focuses on craftsmanship, which is a continual theme for luxury brands, especially those in the spirits sector ([see story](#)).



*Mercedes-Benz partners with Joshua Vides on art installation. Image credit: Culture Cartel/Mercedes-Benz*

German automaker Mercedes-Benz is turning a car wash into a permanent art installation, showcasing the idea that art does imitate life.

As part of the Mural Festival in Montreal, Canada, an annual street art festival in June, Mercedes is working with artist Joshua Vides on an installation. The project transforms a car wash on Laurier Avenue West into what looks like a 2D

black-and-white drawing ([see story](#)).



*Chinese pop culture icon Cai Xu Kun appears in Prada's fall/winter 2019 campaign. Image credit: Prada*

Italian fashion label Prada is celebrating individuality through a science fiction-inspired film for its fall/winter 2019 campaign.

Prada enlisted Chinese singer and pop-culture fixture Cai Xukun and multimedia artist Cao Fei to create "Code Human." The collaboration balances an appeal for authenticity with outreach to the increasingly influential audience of young affluent Chinese consumers ([see story](#)).

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