

BLOG

## Top 5 brand moments from last week

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*Miu Miu's Head in the Clouds focuses on female friendship. Image credit: Miu Miu*

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By STAFF REPORTS

Companies put their values on display, whether championing female empowerment or the protection of an at-risk animal population.

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As consumers care more about what brands stand for, consumer-facing efforts are enabling customers to find out more about firms' efforts surrounding the environment and social causes. Elsewhere, brands launched digital content aimed to engage and inform.

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



*Estée Lauder's #TheNightIsYours focuses on skincare. Image credit: Estée Lauder*

Beauty marketer Estée Lauder is putting the focus on nighttime rituals with a new campaign centered on evening skincare and makeup.

#TheNightIsYours features tips and techniques to achieve a glam going out look or a spa-style night in. Through a dedicated hub on its Web site and user-generated content, Estée Lauder is aiming to position itself as the go-to for nighttime skin renewal ([see story](#)).



*Fairmont has more than 40 apiary hotels around the world. Image courtesy of Fairmont*

Hospitality brand Fairmont Hotels & Resorts is spreading the word about its bee protection project through a digital hub, enabling consumers to learn more about its on-property hives.

As part of Fairmont's Bee Sustainable program, the chain has launched a Web site that tracks the apiary activity at five of its hotels. Timed to coincide with Pollinator Month, the initiative draws attention to the work that Fairmont has done to conserve wild honey bee populations ([see story](#)).



*Maserati MY19 Range at China Gran Tour. Image credit: Maserati*

Italian automaker Maserati is focusing on China with a special tour celebrating local culture for its 15th anniversary in the region.

Simultaneously celebrating the brand's 105th birthday as well as its 15th year having a presence in China, Maserati's tour kicks off with an event at Shanghai Port International Cruise Terminal. The one-month long tour will take participants through a variety of culturally significant places in China ([see story](#)).

Prada's Miu Miu is telling a story of a fast female friendship in a short that plays on perspective through the use of literal lenses.

"Head in the Clouds" tells the story of two women whose lives intersect via a pair of the brand's Cloud sunglasses. This latest film fits with Miu Miu's ongoing storytelling about women who are inquisitive and a bit daring ([see story](#)).



*Veuve Clicquot aims to inspire the next generation of female entrepreneurs. Image credit: Ashley Rodriguez/Veuve Clicquot*

LVMH-owned Champagne house Veuve Clicquot is exposing the growing number of women entrepreneurs in an effort to inspire younger generations, continuing the mission its founder set out on more than 200 years ago.

The Champagne brand has released a report showing that in the house's own country of origin, 91 percent of French females who want to be entrepreneurs believe that others who have paved the way are inspiring. However, only 12 percent of women can name a successful female entrepreneur ([see story](#)).

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