

BLOG

Top 5 brand moments from last week

June 24, 2019



Net Sustain will feature eco-friendly fashion. Image courtesy of Net-A-Porter

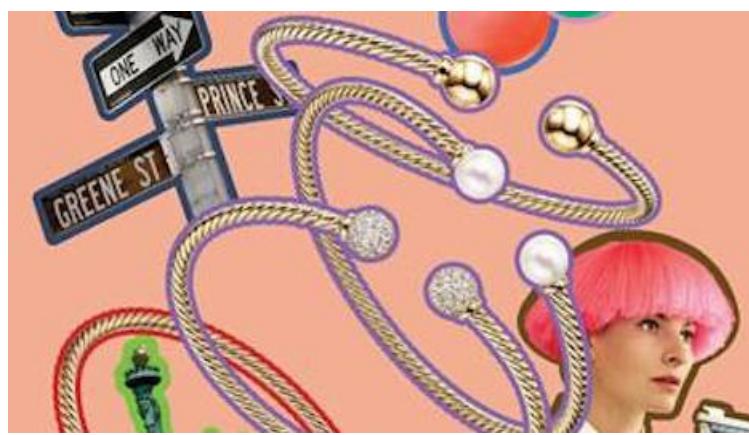
By STAFF REPORTS

As summer hits, outdoor takeovers and temporary stores are enabling luxury houses to engage consumers in seasonal pushes.

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With affluent consumers headed to vacations, a hospitality group aimed to put its residential-style accommodations top of mind. This past week, luxury brands also leveraged blockchain and artificial intelligence technology for everything from authentication to transactions.

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



David Yurman creates illustration for its summer installation. Image credit: David Yurman

Jeweler David Yurman took over Madison Square Park to engage passersby in a series of interactive summer activations including an art installation.

Working with artist Jihan Zencirli, known as Geronimo, David Yurman commissioned an installation to represent its Solari collection. From June 21 to 23, guess could see the piece and participate in interactive experiences as well as giveaways and performances ([see story](#)).



Four Seasons is marketing its Private Retreats to large groups, including families. Image credit: Four Seasons

Hospitality group Four Seasons Hotels and Resorts is looking to take on home-sharing services by expanding its portfolio of rental properties.

Four Seasons Private Retreats include villas and residences selected from the brand's existing resorts and residences. Unlike similar services offered by Airbnb and Marriott International, Four Seasons is allowing guests to balance space and exclusivity without having to sacrifice hotel-style high-end services ([see story](#)).



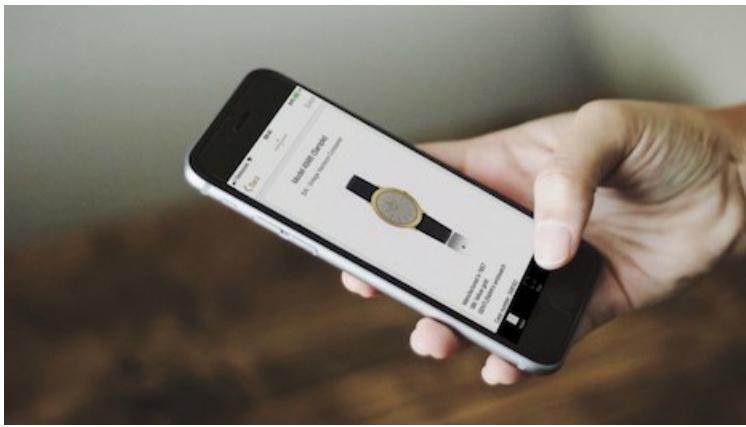
Gucci's pop-up will be open for three weeks. Image courtesy of Gucci

Italian fashion label Gucci is taking up residence in Montauk, NY this summer through a collaboration with a local vintage shop.

The house is teaming up with Melet Mercantile on a three-week pop-up that will retail both Gucci goods and vintage finds from store owner Bob Melet. Gucci is engaging with its temporary neighborhood on Long Island, supporting local eateries and organizations ([see story](#)).

Online retailer Net-A-Porter is hoping to help shoppers indulge in sustainable fashion with the launch of a platform dedicated to environmentally conscious apparel and accessories.

Affluent consumers are becoming more interested in ethical and environmentally responsible fashion, but it can be challenging to know which brands are truly committed to sustainability. With the launch of Net Sustain, the retailer has designated 26 brands and more than 500 products that meet at least one of Net-A-Porter's sustainability criteria ([see story](#)).



Vacheron Constantin is using blockchain to authenticate its watches. Image courtesy of Vacheron Constantin

Swiss watchmaker Vacheron Constantin is tapping blockchain technology for authentication, leveraging the innovation for anonymous traceability.

Vacheron Constantin is working with Arianee on a pilot program to develop digital certification, enabling its timepieces to be traced while keeping its customer information private. The launch is aimed at creating a standard for blockchain use in luxury that could be used by other brands ([see story](#)).

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