

BLOG

Top 5 brand moments from last week

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Actress Bonnie Wright appears in the new Prada Re-Nylon video series. Image credit: Prada

By STAFF REPORTS

Luxury brands got inventive this week by embracing technology, including augmented reality and alternative materials, as a way to expand their storytelling.

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This past week, both luxury fashion and hospitality brands emphasized unique experiences that fully engage affluent consumers. Elsewhere, an automaker turned its sights on the next generation of drivers.

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



Gucci allows users to try on sneakers via mobile. Image credit: Gucci

Italian fashion label Gucci is taking another technology-forward step with the introduction of a "try on" augmented reality feature for its Ace sneakers on its mobile application, hinting at future fashionable uses of AR.

In addition to Gucci, luxury labels such as Balmain and Burberry have used AR to engage with tech-savvy consumers in a variety of ways. However, Gucci's is one of the first applications that allows users to virtually try on luxury apparel and footwear, expanding the use of the technology ([see story](#)).



McLaren's pint-sized 720S. Image courtesy of McLaren

British automaker McLaren is giving tots a taste of its driving experience through the launch of a scaled-down version of its 720S.

The ride-on 720S is aimed at kids ages 3 to 6, with touches of authentic McLaren styling, such as paint colors that resemble the full-size model. This is McLaren's second toy car, following its electric ride-on P1 that debuted in 2016 ([see story](#)).



Mulberry is hosting gigs throughout London this summer. Image credit: Mulberry

British fashion house Mulberry is toasting to its heritage with a summer event series throughout London.

Through the "My Local" series, Mulberry will host gigs at popular London pubs with tickets available through occasional drops. The music series combines both the British spirit of Mulberry and a sense of inclusivity and youthfulness ([see story](#)).



Prada Re-Nylon bags are made with upcycled nylon. Image credit: Prada

Italian fashion label Prada is taking an inventive approach to upcycling by introducing a handbag line made out of regenerated materials, while also examining problems and solutions in the fashion supply chain.

Prada is becoming an active participant in finding sustainable approaches to luxury apparel and accessories production, even as fashion remains one of the most environmentally harmful industries. In addition to launching an alternative material, Prada is sharing a video series that illustrates the process behind its new initiative ([see](#)

story).



Rosewood Family Time includes travel packages geared towards affluent families. Image credit: Rosewood

Hospitality group Rosewood Hotels & Resorts is offering immersive experiences designed to take family vacations to new heights as more affluent millennials are traveling with their children.

Leisure time is a luxury for many, and Rosewood Family Time offers activities for parents and children that blend cultural experiences with educational opportunities. To reflect the variety of interests families may have, the featured packages are centered around themes of culture, culinary arts and wellness ([see story](#)).

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