

BLOG

Top 5 brand moments from last week

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Moschino stirs drama for fall

By STAFF REPORTS

Luxury brands are taking steps in new directions and branching out, in addition to honing their craft in previously established places.

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This past week, brands developed new lines and products to best embody their essence. Unique forms of narratives and in-store initiatives have also been introduced as luxury labels seek to appeal to their loyal fans.

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



Fendi takes up space in Harrods with Joshua Vides. Image credit: Harrods

Italian fashion label Fendi was the latest high-fashion brand to use an immersive approach to retail marketing, as it takes over British department store Harrods. But its strategy of tapping a multitude of different pop-up styles in one launch is what makes this endeavor stand out.

Fendi and Harrods have worked together on an extensive summer takeover launch, tapping artist Joshua Vides as he gains prominence with luxury brands. The Italian fashion label's presence is notable throughout Harrods' Knightsbridge store, from its exhibition windows all the way to its shoe department, with four different pop-up locations ([see story](#)).



Gucci unveils its high jewelry collection, sold in its Place Vendôme boutique. Image credit: Gucci

Italian fashion label Gucci moved further into jewelry with a new high line inspired by creative director Alessandro Michele.

The Hortus Deliciarum collection will only be sold in the new Place Vendôme boutique and will be comprised of 200 mostly unique pieces. It will be comprised of three chapters, each with their own distinct themes representative of Garden of Eden, Arcadia, Xanadu and Gucci itself ([see story](#)).



Zendaya, the new face of Idle by Lancôme. Image credit: Lancôme

L'Oréal-owned beauty brand Lancôme bottled up the scent of femininity with a new fragrance designed by three women perfumers with a new campaign.

Described as a musky floral scent, new fragrance Idle will make its way to stores on Aug. 22 this summer. Musician and actress Zendaya will be the face of the scent, which Lancôme says is made of sustainably sourced materials ([see story](#)).

Italian fashion label Moschino took a stab at the soap opera genre in its latest campaign, congruent with its strategy to tackle various pop culture phenomena.

Based on the 1980s soap opera "Dynasty," Moschino's fall 2019 campaign has followers intrigued and amused by the stylistic film series. Presented through short snippets on Instagram, the label's campaign has lined up a buzz-worthy cast of well-known names to show off the collection via an over-the-top motif ([see story](#)).



Roger Vivier's new film features silent commentary from Tuna the dog

French footwear label Roger Vivier assembled a cast of fictional aspiring actors in a branded film that takes inspiration from a 1960s classic, creating a timeless image.

Roger Vivier's new film features Susan Sarandon and Anna Sophia Robb alongside a scene-stealing Chihuahua in a narrative that subtly showcases its footwear. Ms. Robb arrives to a boarding house for acting students, who are taught by the talented Ms. Sarandon ([see story](#)).

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