

BLOG

## Top 5 brand moments from last week

July 22, 2019



*Gucci Manifesto collection. Image courtesy of Gucci*

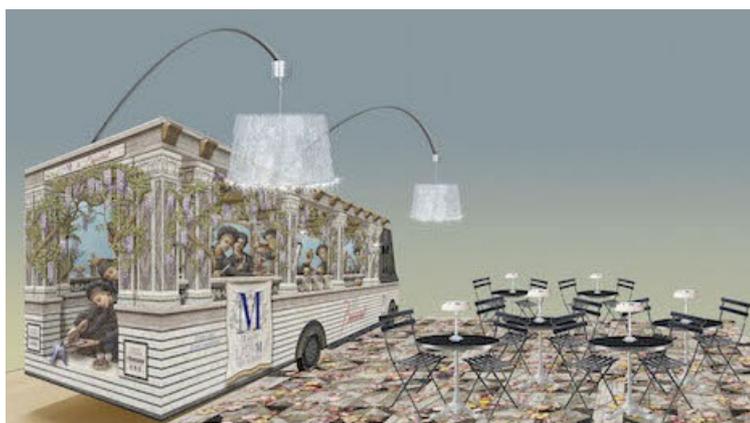
By STAFF REPORTS

Luxury brands are taking the summer to reconnect with consumers through fun and interactive endeavors including experiential retail and pop-ups in addition to unique videos and life-size campaign moments.

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Brands today value authenticity and exhibit this to better connect with consumers, inviting them into their creative process. This also means bringing their brand to consumers with unique concept shops and various experiences.

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



*Baccarat works with Lady M to open special dessert dining experience. Image credit: Baccarat*

French crystal-maker Baccarat is bringing cake to dessert lovers throughout the United States, as a truck carrying the pastries embarks on a cross-country journey.

Working with pastry maker Lady M Cake Boutique, Baccarat has designed a cake truck to open up operations in California, but will first treat customers throughout the U.S. Baccarat plans to launch the Cake Truck's trip from its New York boutique ([see story](#)).



*Balenciaga featured real-life couples in its latest campaign. Image credit: Balenciaga*

French fashion label Balenciaga continued its playful balance of originality and accessibility by featuring real-life couples in its winter 2019 campaign.

Presented through a series of snippets from surveillance cameras, the campaign film demonstrates how special moments can happen in ordinary settings. Hearing directly from the featured couples also helps the campaign resonate with younger consumers who crave authenticity ([see story](#)).

Italian fashion house Gucci let consumers into the inspiration behind its fall/winter 2019 collection by turning its thinking into apparel.

The Gucci Manifesto line features the phrase "the mask as a cut between visible and invisible" emblazoned on T-shirts and sweatshirts, exploring the idea of the mask that led to the staging of the season's runway show. By centering a collection on the concept, Gucci creative director Alessandro Michele aims to spread the idea through fashion ([see story](#)).



*Jimmy Choo unveils AW19 campaign featuring Kaia Gerber. Image credit: Jimmy Choo*

Capri Holdings' Jimmy Choo tapped model and actress Kaia Gerber for its fall 2019 campaign, marking her second season with the brand.

Fashion photographer Stephen Meisel shot the campaign, which Jimmy Choo states reflects the image of a "modern heroine" along with the model's magnetic spirit. The campaign takes a unique approach with life-sized physical sculpture of its "JC" moniker ([see story](#)).



*Lladro is making Star Wars figurines. Image credit: Lladro*

Spanish porcelain maker Lladro is appealing to Star Wars fans with the creation of large-scale figures inspired by the popular sci-fi film series.

Kicking off the collection launch, Lladro debuted a sculpture of Queen Amidala at San Diego Comic-Con this past weekend. This marks the first time that the series' characters have been depicted in porcelain, giving Lladro an exclusive ([see story](#)).

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