

BLOG

Top 5 brand moments from last week

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Gucci's Mmoire d'Une Odeur campaign. Image courtesy of Coty

By STAFF REPORTS

Luxury brands are speaking to younger generations' values and interests through initiatives that focus on activism and adventure.

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From a September magazine issue devoted to change agents to a brand's sponsorship of an athletic feat, luxury brands are connecting with consumers over stories and personalities. Elsewhere, digital channels helped brands push product discovery and engagement through entertainment.

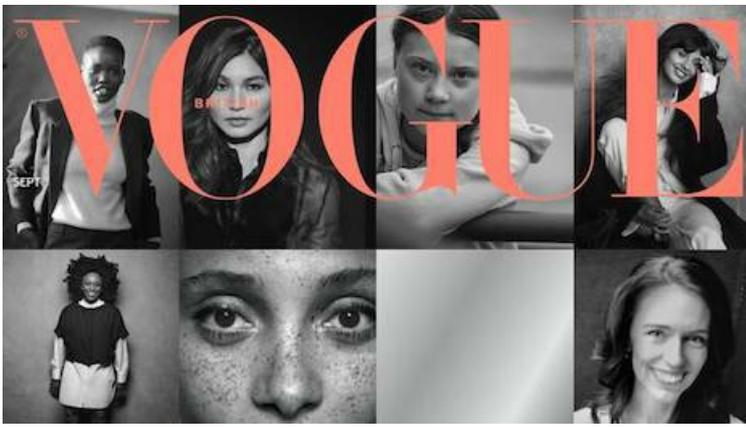
Here are the top five brand moments from last week, in alphabetical order:



Bremont is sponsoring mountaineer quest to climb the world's highest peaks. Image courtesy of Bremont

British watchmaker Bremont is speaking to its sense of adventure and military commitment by sponsoring a mountaineer's quest.

With the support of Bremont, brand ambassador Nirmal "Nims" Purja is on a mission to climb 14 of the world's tallest peaks in seven months. Dubbed "Bremont Project Possible," the effort reflects Bremont cofounders Giles and Nick English's connection to the military as well as the brand's focus on watches built for endurance ([see story](#)).



British Vogue's September 2019 cover. Image credit: British Vogue

Cond Nast-owned *British Vogue* is giving its September issue the royal treatment through a collaboration with HRH The Duchess of Sussex.

The duchess worked with editor in chief Edward Enninful to showcase 15 "Forces for Change," focusing on women who are paving the way forward. Since her engagement and marriage to Prince Harry, Meghan, Duchess of Sussex has been a force of change herself, making the high-profile royal a fitting choice for the issue's guest editor ([see story](#)).



Chaumet shows its collection amongst the stars. Image credit: Chaumet

French jeweler Chaumet is taking a strikingly unique approach to display its latest collection by placing its pieces on such a high pedestal that they land amongst the stars.

The jeweler has crafted a mobile application with an offbeat idea, allowing users to point their phones at the sky to see the constellations as Chaumet jewelry. The app, Chaumet in the Sky, is launching in tandem with the jeweler's new collection, Les Ciel de Chaumet ([see story](#)).

[Gucci Mmoire d'Une Odeur Harry Styles](#)



Harry Styles for Gucci Mmoire d'Une Odeur. Image credit: Gucci

Italian fashion label Gucci is introducing its latest fragrance, a universal scent that reflects the shifting identities among younger consumers.

Musician and actor Harry Styles is the face of Mmoire d'Une Odeur, a unisex scent envisioned by creative director

Alessandro Michele and developed through the brand's beauty license with Coty. Since joining Gucci in 2015, Mr. Michele has explored themes of timelessness, self-expression and imperfection through the label's beauty and fragrance offerings, taking a different approach to the category ([see story](#)).



Jean Paul Gaultier launches arm wrestling game online. Image credit: Jean Paul Gaultier

French fashion label Jean Paul Gaultier is wrestling with the idea of interactive marketing with a new digital platform.

To continue the theme of its In the Navy scent for men, the brand has developed a playful online game in which users digitally arm wrestle. Players have the option to compete against the computer or challenge friends, in an effort to broaden the reach of the game ([see story](#)).

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