

BLOG

## Top 5 brand moments from last week

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Noonoouri "went" to Tokyo for a Mulberry partnership. Image credit: Alibaba

By STAFF REPORTS

Luxury labels are continuing to reach out to millennial and Gen Z consumers by partnering with influencers and celebrities, whether live or virtual.

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This past week, a retailer launched a mobile gaming experience with a CGI face, while a beauty label tapped a young star to front a fragrance campaign. Elsewhere, a hotel chain further aligned itself with sustainability and a fashion designer entered into a new category.

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



Villa One Tequila is launching next month. Image courtesy of Villa One

Fashion designer John Varvatos and singer-actor Nick Jonas are extending their relationship by launching a new brand of tequila together in partnership with Stoli Group.

Villa One Tequila was inspired by the pair's 2018 trip to Mexico with their families and friends. This spirits launch follows other creative collaborations between the two, including an apparel collection and fragrance by the John Varvatos brand inspired by Mr. Jonas ([see story](#)).



*Zendaya fronts Lancôme's new fragrance campaign. Image credit: Lancôme*

Beauty brand Lancôme is embracing feminism with a star-powered campaign for its latest fragrance.

Actress and activist Zendaya stars in the “I Can, We Will” effort for Lancôme’s Idôle scent. Pairing the young star with a feminist message will help the prestige brand resonant with millennial and Generation Z consumers ([see story](#)).



*Marriott is getting rid of single-use plastic toiletry bottles. Image courtesy of Marriott*

Hospitality group Marriott International is seeking to reduce its plastic waste by eliminating single-use toiletry bottles in its guest bathrooms.

After ridding its hotels of plastic straws, Marriott is tackling another source of plastic waste by replacing individually sized bottles of shampoo, conditioner and bath gel with larger pump containers. The program is already in place at about 1,000 properties, and Marriott expects most of its hotels to make the switch by December 2020 ([see story](#)).



*Sloane Stephens participates in the #ServeLikeSloan AR experience at the U.S. Open. Image courtesy of Mercedes-Benz*

Luxury brands are leveraging the U.S. Open to engage with tennis fans, turning to innovative experiences in an effort to connect with consumers watching the tournament live and on television.

For the 51st U.S. Open, the United States Tennis Association hosted its first-ever fan week, welcoming crowds to experience brand activations and watch qualifying matches at the Billie Jean King National Tennis Center in Queens, NY. Mercedes-Benz and IHG Hotels & Resorts were among the brands that partnered with tennis stars and

used fan week as an opportunity to offer fans experiential activities ([see story](#)).

Chinese ecommerce giant Alibaba's Tmall is looking to drive engagement among its luxury customers through a game featuring computer-generated influencer Noonoouri.

In the Tmall Luxury Pavilion game, Noonoouri will jet to a new locale each week to feature a different fashion brand. The ongoing campaign rewards consumers for interactions, encouraging them to check back and invite friends to join ([see story](#)).

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