

BLOG

Top 5 brand moments from last week

September 9, 2019



Miu Miu's "Brigitte" focuses on Brigitte Lacombe. Image credit: Miu Miu

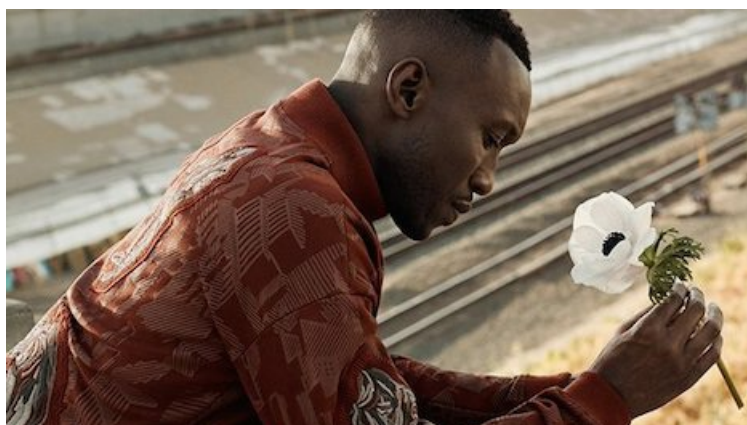
By STAFF REPORT'S

Luxury brands launched content that explored everything from modern masculinity to femininity and vanity.

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Another theme this past week was celebrity, as actors turned brand ambassadors or designers for luxury labels. Elsewhere, a retailer extended its brand experience outside its store.

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



He loves me, he loves me not: Oscar-winning actor Mahershala Ali ponders the notion of masculinity in Zegna's latest installment of the #WhatMakesAMan campaign. Image credit: Zegna

Ermenegildo Zegna has launched its fall-winter 2019-20 campaign themed #WhatMakesAMan featuring two celebrities who question traditional stereotypes of the relationship between men and their clothes.

The Italian fashion label has turned to Oscar-winning actor Mahershala Ali and artist Nicholas Tse to offer up their interpretation of manhood as Zegna brand ambassadors ([see story](#)).

Prada-owned Miu Miu is telling a nonfiction story in its latest Women's Tales film, as photographer Brigitte Lacombe steps in front of the camera.

The 18th commissioned film in Miu Miu's ongoing series, "Brigitte," features both conversations with the photographer and footage of her at work capturing shots of subjects she is closely connected to. This documentary-style film is a departure for the typically fictional Women's Tales, taking the series' exploration of vanity and femininity into a different genre ([see story](#)).



Matthew Goode stars in Pink's fall/winter 2019 campaign. Image credit: Pink

British apparel label Pink Shirtmaker London is promoting its updated brand identity with a new ambassador and a comical campaign.

Last November, LVMH-owned Thomas Pink underwent a complete rebranding, which maintained a focus on its shirts. As Pink continues to evolve to speak to the modern man, it has tapped actor Matthew Goode as a brand ambassador ([see story](#)).



Saks' carousel will be up until Sept. 10. Image courtesy of Luis Guilln for Saks Fifth Avenue

Department store chain Saks Fifth Avenue is marking its 95th birthday with an experiential installation in New York.

Saks teamed with Mastercard to construct a carousel in Rockefeller Plaza, situated across from its Fifth Avenue flagship. This activation is part of Saks' "New Luxury" strategy, taking its retail reinvention beyond its store experience ([see story](#)).



Zo Kravitz has used personal inspiration for her YSL lipsticks. Image credit: YSL Beauty

France's YSL Beauty is working with actress Zo Kravitz to launch limited-edition shades of its Rouge Pur Couture

lipstick with a personal inspiration.

Ms. Kravitz named her six chosen shades after loved ones, including her grandmother and her dog. The actress has been a face and ambassador for YSL Beauty since 2016, but this marks an extension of her relationship with the brand into product development ([see story](#)).

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