

BLOG

Top 5 brand moments from last week

September 16, 2019



Tamara Mellon is launching a retail road trip. Image credit: Tamara Mellon

By STAFF REPORT'S

Accessibility has been a burgeoning trend in the luxury business, as brands seek to make themselves more available to a wider range of consumers.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

This past week, a footwear label kicked off a multi-city tour to expand its face time with shoppers, while a hotel chain created digital fitness content that could be used by any individual. Other brands asserted their positioning, whether broadcasting their staying power in the midst of bankruptcy proceedings or signaling ownership of a signature color.

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



Exterior of Barneys New York flagship. Image credit: Barneys

Amid its Chapter 11 bankruptcy proceedings, department store chain Barneys New York is letting shoppers know it is "here to stay."

A new campaign spanning social media and the retailer's store windows features messages to consumers, letting them know that it is still open for business. With this campaign, Barneys is speaking directly to shoppers, looking to control some of the narrative around its bankruptcy ([see story](#)).



Christian Louboutin's "The Most Beautiful Red" takes place on a train. Image credit: Christian Louboutin

French footwear and accessories label Christian Louboutin is showing the lengths to which some will go to get their hands on its shoes and handbags in a series of vignettes.

"The Most Beautiful Red" finds models onboard a crimson train, as they encounter scenarios ranging from interpersonal conflict to a crime scene. Showcasing the brand's sense of humor, the shorts infuse whimsy into the drama ([see story](#)).



Four Seasons and celebrity trainer Harley Pasternak collaborated to help travelers stay on top of their fitness routines. Image credit: Four Seasons

Hospitality group Four Seasons Hotels and Resorts is putting the focus on fitness in a new video initiative with its first global fitness advisor.

Four Seasons enlisted celebrity fitness expert Harley Pasternak to create exercise videos geared towards travelers who enjoy incorporating fitness into their travel routines. As wellness tourism continues to grow in popularity, Four Seasons has consistently looked for new avenues to appeal to the health-conscious traveler.



Selfridges reports record operating revenue. Image credit: Selfridges

British department store chain Selfridges is responding to consumers' desires for sustainable merchandise via a temporary shop by mobile marketplace Depop.

The Depop Space pop-up will showcase sellers who promote a more circular or eco-friendly take on fashion. This is

the latest sustainability-focused initiative from the retailer, as Selfridges aims to evolve the retail experience in response to the climate crisis ([see story](#)).

Footwear label Tamara Mellon is continuing to rethink luxury retail as it takes its direct-to-consumer shopping experience on the road.

Kicked off Sept. 12 in Boston, the TM Closet experience will bring the experience of the brand's recently opened bricks-and-mortar store to consumers in 11 U.S. cities. Since its relaunch, the label has primarily retailed its designs via ecommerce, making this trip a chance to give shoppers in more markets face time with the brand and its footwear ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.