

BLOG

Top 5 brand moments from last week

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The Bugatti Baby II is a three-quarters scale replica of the Type 35. Image courtesy of Bugatti

By STAFF REPORTS

Luxury brands leaned on popular culture this week, enlisting brand ambassadors for creative collaborations and using an upcoming movie as a launch pad for a campaign.

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Brands with traditionally female consumer bases also looked to reach male audiences with new releases. Elsewhere, an automaker played with nostalgia with a limited-edition remake.

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

French automaker Bugatti is hearkening back to its heritage during its 110-year anniversary with a modernized remake of its scaled-down Type 35.

The Bugatti Baby II is based on a half-size Type 35 that Ettore Bugatti made for his 4-year-old son Roland in 1926. Bugatti's contemporary car has been updated to fit both adults and children, allowing Bugatti to reach enthusiasts of all ages ([see story](#)).



Rapper Nicki Minaj is working with Fendi on a capsule collection. Image courtesy of Feni

Italian fashion house Fendi is partnering with one of hip-hop's biggest stars for a fierce capsule collection as part of its FF Series.

Rapper Nicki Minaj brought her bold pink aesthetic to the limited line, available for men, women and children, with the help of creative director Silvia Venturini Fendi. The fashion label has leaned on retail drops and creative collaborators to create special collections for younger consumers ([see story](#)).



Kohler is working with Disney to promote its "magic" mirror. Image courtesy of Kohler

Fixtures maker Kohler is linking with Disney to bring a theatrical touch to its magic-themed marketing effort.

The brand's "Mirror, Mirror" campaign for its Alexa-enabled Verdera Voice Lighted Mirror features an evil queen showing a softer side in the comfort of her own bathroom, as she asks the device for help ordering items or making appointments. After debuting earlier this year, the campaign is getting a Hollywood update courtesy of a collaboration with "Maleficent: Mistress of Evil" ([see story](#)).



Kendall Jenner and dancer Lil Buck in #SWSTRENGTH. Image courtesy of Stuart Weitzman

U.S. footwear label Stuart Weitzman is helping more consumers pave their own paths with the introduction of its first menswear design.

Revealed in the second short of Stuart Weitzman's fall 2019 campaign, the McKenzie Men's combat boots are now available for a limited time. The vignette shows brand ambassador Kendall Jenner and dancer Lil Buck playing off each other while wearing matching boots ([see story](#)).



Campaign for Tiffany & Love. Image courtesy of Coty

Jeweler Tiffany & Co. is taking inspiration from its place in celebrating love with its first his and hers fragrances,

bringing a branded show of commitment to a new category.

Tiffany & Love aims to portray the idea of a modern relationship through perfume, with a corresponding launch campaign that focuses on the connections between couples. This latest launch is part of the brand's growing fragrance portfolio under its licensing deal with Coty, and marks its debut men's scent, enabling Tiffany to reach both men and women in the entry-level category ([see story](#)).

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