

BLOG

Top 5 brand moments from last week

October 7, 2019



Sienna Miller appeared in Gucci's 2020 cruise campaign. Image credit: Gucci

By STAFF REPORTS

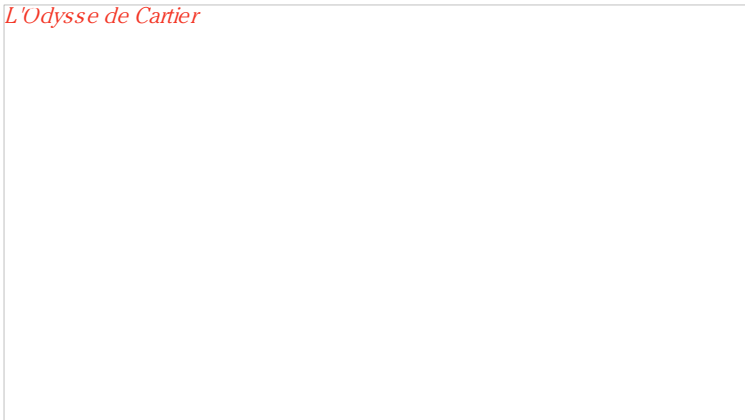
Luxury labels explored their heritage in new ways and enlisted celebrities to help connect with new audiences.

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

This past week, brands turned to collaborations and social video to enhance their messaging. Elsewhere, a private aviation firm launched a new bespoke offering.

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

L'Odyssée de Cartier



Cartier is exploring different aspects of its history in a new series. Image credit: Cartier

French jeweler Cartier is sharing signature moments of its history with an entertaining digital series geared towards younger fans.

The three-part series "L'Odyssée de Cartier" discusses the impact of former creative director Jeanne Toussaint, as well as British and Russian influences on the maison. Luxury brands often differentiate themselves with their storied legacies, requiring them to find creative ways to share their heritage with up-and-coming consumers ([see story](#)).



Christofle's limited-edition Mood set. Image credit: Christofle

French silver maker Christofle is linking with musician Pharrell Williams and chef-restaurateur Jean Imbert on a limited-edition line designed for entertaining.

Centered on the art of sharing, the Mood flatware sets are encased in bright yellow eggs with illustrations of Mr. Williams and Mr. Imbert serving up drinks and food to friends. Christofle has been aligning with creatives in adjacent fields on its Mood line, with this marking the brand's second design partnership for the collection ([see story](#)).



Rapper Gucci Mane appears in the Gucci 2020 cruise campaign. Image courtesy of Gucci

Italian fashion label Gucci is sharing its playful and welcoming spirit in a wild party-themed campaign for its 2020 cruise collection.

Famous faces including rapper Gucci Mane and actor Sienna Miller appear in the brand's "Come As You Are_RSVP," conceived by creative director Alessandro Michele. With a diverse cast of characters, the campaign casts aside any feelings of pretentiousness in favor of unmitigated debauchery ([see story](#)).



Michael Kors' Watch Hunger Stop campaign for 2019. Image courtesy of Michael Kors

U.S. fashion label Michael Kors is gearing up for its seventh annual Watch Hunger Stop initiative with help from Academy Award-winning actress Lupita Nyong'o.

This year's campaign, dubbed "Food is Love," focuses on the emotional and caring impact behind feeding children.

Prior to Ms. Nyong'o, celebrities including Kate Hudson and Halle Berry have put their fame and faces behind the cause ([see story](#)).



With VistaJet World, the private aviation firm will offer bespoke travel experiences. Image credit: VistaJet

Private aviation firm VistaJet is hoping to deliver more engaging travel experiences with the launch of a bespoke tour program, further extending its offerings beyond transportation.

Through VistaJet World, members can choose from 15 unique global experiences, ranging from cultural to adventurous, which will then be tailored to their individual preferences and passions. The program's launch coincides with VistaJet's 15th anniversary ([see story](#)).

© 2020 Napean LLC. All rights reserved.

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