

BLOG

Top 5 brand moments from last week

October 21, 2019



ienne Balsan introduced Coco Chanel to equestrian attire. Image credit: Chanel

By STAFF REPORTS

Heritage and legacy were common motifs this past week, with luxury brands sharing their narratives through social videos and even museums.

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Luxury brands often look to their decorated histories to differentiate themselves, and they seek to connect with consumers by elaborating on their inspirations and impacts. Elsewhere, one retailer began looking to the holiday season with an engaging social series and an automaker leveraged technology for a disruptive campaign.

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

French fashion house Chanel is taking a closer look at how the men in its eponymous founder's life inspired her style sensibilities through the latest episode of "Inside Chanel."

"Chapter 26, Masculine as her Muse" shares glimpses of how different relationships and friendships shaped the career of house founder Gabrielle "Coco" Chanel. Today, masculine influences continue to have an impact on the Chanel brand ([see story](#)).



Diane von Furstenberg has been closely aligned to the Statue of Liberty. Image credit: HBO

U.S. fashion designer Diane von Furstenberg is offering an inside look at a personal cause by serving as an

executive producer for a new HBO documentary.

Premiered on Oct. 17, "Liberty: Mother of Exiles" follows Ms. von Furstenberg as she learns more about the historic Statue of Liberty's legacy, sharing how it ties into the fashion icon's own personal heritage. The Belgian-born designer spearheaded fundraising efforts for the new Statute of Liberty museum, earning her the title of "godmother" to Lady Liberty ([see story](#)).



Actress Rachel Brosnahan presents the 2019 Fantasy Gifts. Image credit: Neiman Marcus

Department store chain Neiman Marcus is celebrating the start of the holiday shopping season by launching its annual Christmas Book, including its famous Fantasy Gifts.

For the 93rd edition of the catalog, the retailer recruited actress Rachel Brosnahan, known for Amazon's "The Marvelous Mrs. Maisel," to reveal this year's Fantasy Gifts in a video series. The 2019 lineup leans towards experiential gifts, with several involving iconic luxury brands including Aston Martin and Christian Louboutin ([see story](#)).



The new Omega Museum includes vintage watches and other memorabilia. Image credit: Omega

Swiss watchmaker Omega has opened a museum dedicated to its timepieces as it looks to offer more engaging experiences to consumers.

Now open in Biel, Switzerland, the museum is the first to be dedicated to a single Swiss watchmaker. It also explores the brand's historic ties to areas beyond watchmaking, such as filmmaking and space exploration ([see story](#)).



Rolls-Royce is touting its Black Badge cars with help from Viktoria Modesta. Image courtesy of Rolls-Royce

British automaker Rolls-Royce is promoting its boundary-pushing bespoke options through a partnership with a performing artist who similarly breaks the mold.

Rolls-Royce tapped Viktoria Modesta to star in an effort for Black Badge, which shows the bionic performer next to the marque's creations. With the vehicle range targeted at younger clientele, Rolls-Royce is seeking to create an equally disruptive marketing message ([see story](#)).

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