

BLOG

Top 5 brand moments from last week

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Burberry's monogram puffer capsule. Image courtesy of Burberry

By STAFF REPORTS

Luxury brands are building an aura around their products and designs through nonfiction storytelling, leaning on their own history, production and heritage to engage an affluent audience.

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From documentaries to a profile series with a modernized approach, luxury labels are looking to tell authentic tales and let consumers behind-the-scenes of their inner workings. Elsewhere, a luxury jewelry made waves with lavish gift ideas and a fashion house turned to digital gaming for a next-generation appeal.

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



Burberry's B Bounce game. Image credit: Burberry

British fashion house Burberry is heralding its latest product launch through a branded platform game.

In honor of its collection of parkas emblazoned with its monogram, Burberry has created a game starring a woodland creature sporting the line of protective outerwear. Luxury brands are turning to gamification to digitally engage consumers, whether creating new games or partnering with existing franchises ([see story](#)).



Dunhill Community focuses on a group of men. Image credit: dunhill

British apparel and accessories house Alfred Dunhill is pointing to the diversity of its clientele and potential customers through a campaign that chooses many faces over one.

Dunhill Community profiles individuals from different fields, showcasing how dunhill designs can fit into a multitude of personal styles and lifestyles. Through this initiative, the 126-year-old Richemont-owned label is looking to paint a modern picture of the dunhill man ([see story](#)).



Loro Piana worked with Luc Jacquet to document goat herders. Image credit: Loro Piana

Italian apparel and accessories label Loro Piana is delving into cashmere production in a documentary that aims to shed light on traditional goat herding techniques that are under threat.

The LVMH-owned brand tapped filmmaker Luc Jacquet for a trilogy of films about its signature textiles, the first of which premiered on Oct. 18. Through storytelling, Loro Piana seeks to share its own efforts to preserve sustainably sound practices in Mongolia ([see story](#)).



Actor Michael Fassbender is the subject of a new Porsche Racing documentary series. Image credit: Porsche

German automaker Porsche is offering an insightful look at the work required to race the iconic 24 Hours of Le Mans in a new documentary series on YouTube.

"Road to Le Mans" follows German-born actor Michael Fassbender as he begins his journey to one day race at Le Mans. Keeping the focus on the automaker, Mr. Fassbender participates in the Porsche Sports Cup, which serves as

entry point into Porsche motorsports for first-time competitors and semi-professional race drivers alike ([see story](#)).



Tiffany's advent calendar. Image courtesy of Tiffany & Co.

Jeweler Tiffany & Co. is gearing up for the holidays with a gifting catalog that contains ideas ranging from the collectible to the experiential.

The book features 12 exclusive presents including a four-foot-tall advent calendar modeled after the brand's Fifth Avenue storefront and a Tiffany blue motorcycle. Luxury marketers are increasingly seeking ways to surprise consumers during gifting season with lavish offerings ([see story](#)).

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