

BLOG

## Top 5 brand moments from last week

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*The Atelier Versace fragrance campaign celebrates the interactions between its dressmakers and models. Image courtesy of Versace*

By STAFF REPORTS

Luxury brands are centering their marketing on culture, whether aligning with a sporting event or hosting their own music festival.

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As luxury becomes all about the experience, automakers are creating launch campaigns that seek to immerse consumers in their car models through digital engagement or in-person interactions. Elsewhere, campaigns sought to build an aura through concepts that speak to family and home.

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



*Auto mobile: Bentley's augmented reality app ups the ante for tech support to customers and prospects looking into the new Flying Spur touring sedan. Image credit: Bentley*

Bentley Motors has introduced a new augmented reality application to support the launch of its new Flying Spur touring sedan, adding yet another element of mobility that meets the needs of its tech-savvy, affluent customer base.

Customers and prospects will be experience the Flying Spur ahead of first deliveries taking place in the first quarter of next year. Apple and Android users can explore the exterior and interior of the Flying Spur in two different specifications ([see story](#)).



*Totally not at sea: the new Ferretti Yachts ad campaign. Image credit: Ferretti Yachts*

Italian brand Ferretti Yachts debuted a new advertising campaign that seeks to cement its timeless-elegance brand positioning with a more intimate language and lifestyle allure.

The effort will rely on double-spreads in black and white appearing in key magazines worldwide whose audience profile syncs with Ferretti Yachts'. The overall goal is to elevate the brand image worldwide ([see story](#)).



*Canelo Alvarez for Hennessy. Image credit: Hennessy*

LVMH-owned cognac brand Hennessy is in Mexican boxer Saul "Canelo" Alvarez's corner ahead of the athlete's most recent fight.

Hennessy has launched a digital campaign before Mr. Alvarez's fight on Nov. 2 against Sergey Kovalev, looking at the boxer's journey to reach his champion status. The liquor label's effort takes its "Never Stop. Never Settle." philosophy to the ring, connecting the brand to Mr. Alvarez's push for greatness ([see story](#)).



*Land Rover is hosting a Defender-themed music festival. Image credit: Land Rover*

British automaker Land Rover is making an experiential push for its newly redesigned Defender in the United States with an upcoming music festival centered on the model.

Dubbed 4xFar, the event will be held next January in Southern California, with music performances, culinary pop-ups and adventurous activations. Along with debuting the Defender to an American audience in a lifestyle context, the festival offers a chance for Land Rover to engage enthusiasts and new consumers about its heritage in an

immersive experience ([see story](#)).



The Atelier Versace fragrance campaign celebrates the interactions between its dressmakers and models. Image courtesy of Versace Italian fashion label Versace is taking inspiration from its haute couture atelier for a fragrance collection that translates hand craftsmanship to perfume.

The six unisex Atelier Versace scents are launching with a campaign featuring Versace's tailors candidly interacting with models in the brand's workshop. Making the connection between Versace's fragrances and its fashion creations reinforces the fact that the perfumes are Versace products, even though they may be produced through a licensing partnership ([see story](#)).

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