

BLOG

## Top 5 brand moments from last week

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*Rolls-Royce partnered on content centered on musician Jammer. Image credit: Clash magazine*

By STAFF REPORT'S

Luxury labels are finding new mediums to promote themselves in mass transit, with recent efforts including branded buses and subway cards.

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As luxury courts a younger crowd, brands are evolving their communication strategies to include more visual and social media opportunities. Elsewhere, collaborations with artists focused on the creativity and craft behind luxury brands.

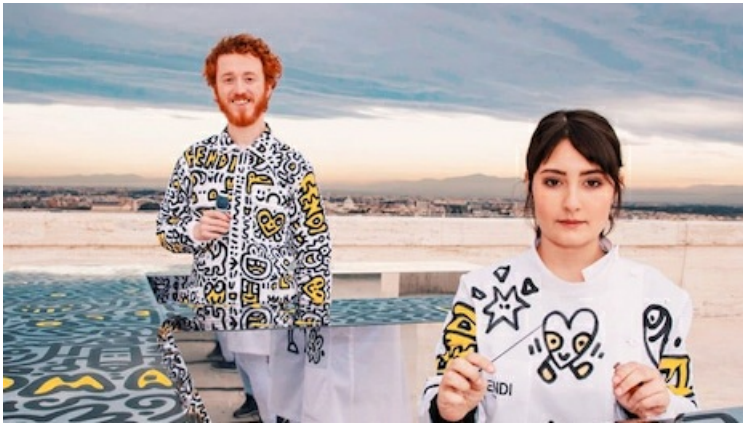
Here are the top five brand moments from last week, in alphabetical order:



*Dior is showcasing its autumn/winter 2019 collection at Harrods. Image credit: Dior*

French fashion house Christian Dior is flaunting its autumn/winter 2019 collection through a pop-up in London department store Harrods' exhibition windows.

For the fall line, Dior's women's wear creative director Maria Grazia Chiuri took inspiration from the Teddy Girls, a 1950s subculture group in working-class Britain that rebelled in the post-war period through androgynous yet Edwardian dressing. Bringing the collection to London, Dior is showcasing its designs through a street-level takeover at Harrods ([see story](#)).



*A new F is for Fendi effort examines different forms of craftsmanship. Image credit: Fendi*

Italian fashion label Fendi is looking to street art for inspiration in its latest "F is for Fendi" collaboration geared towards younger consumers.

Fendi tapped British artist Sam Cox, known as Mr. Doodle, to create an installation at the brand's headquarters in Rome. The effort offers another contemporary perspective on the connections between graffiti and craftsmanship ([see story](#)).



*Re/Max has created tools for visual client communications. Image courtesy of Re/Max*

Brokerage Re/Max is giving its agents more tools to digitally engage with clients, modernizing real estate communications for the social media age.

Re/Max has designed a series of stickers that agents can share with clients via text message, WhatsApp, Instagram and Snapchat. As more younger consumers are becoming homebuyers, Re/Max is adjusting with the times ([see story](#)).



*Rimowa is releasing 250,000 branded MetroCards in New York. Image courtesy of Rimowa*

German luggage label Rimowa has teamed with an unlikely partner in an effort to further conceptualize its newest campaign slogan.

Through a collaboration with New York's Metropolitan Transit Authority, Rimowa has issued limited-edition branded MetroCards at select subway stations. The effort further connects the luggage brand to contemporary travel and

mobility ([see story](#)).

British automaker Rolls-Royce is teaming up with music magazine *Clash* to help an East London artist reflect on his roots.

In the effort, grime artist Jahmek Power, stage name Jammer, takes a spin through his old neighborhood in a Rolls-Royce, as he talks about his views on success and "shiny things." Through this campaign, Rolls-Royce is aligning itself with a strong work ethic and aspiration, as well as the *Clash* brand ([see story](#)).

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