

BLOG

Top 5 brand moments from last week

September 30, 2019



Louis Vuitton has created a bespoke trophy trunk for the League of Legends World Championship. Image credit: Riot Games

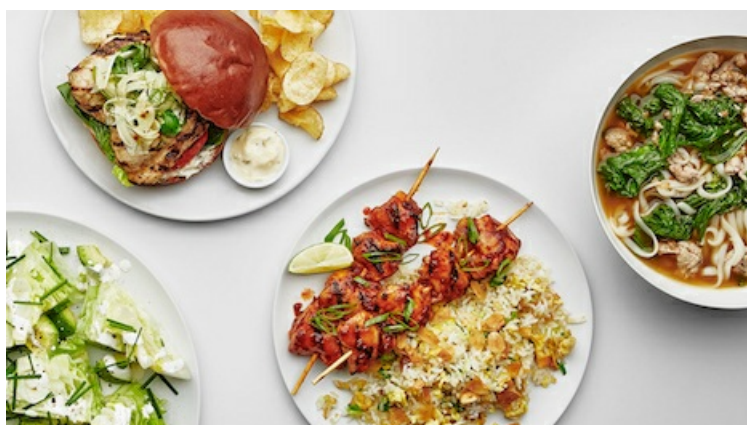
By STAFF REPORT'S

Luxury brands launched experiential engagements, whether teaming up with an esports tournament or launching food delivery services.

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This past week, companies looked to branch out beyond their existing offerings through digital partnerships. Elsewhere, an automaker tapped into the power of rewards with a new loyalty program.

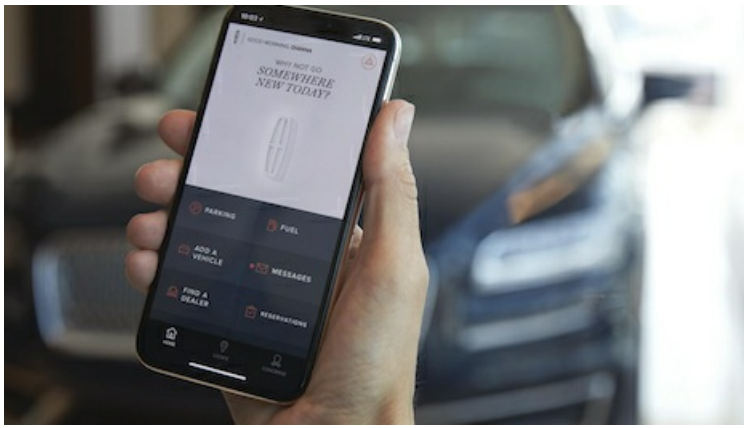
Here are the top five brand moments from last week, in alphabetical order:



Food publication Bon Appetit is offering takeout orders of its most popular recipes. Image credit: Bon Appetit Delivered

Cond Nast's *Bon Appetit* has launched what it calls a "virtual restaurant" as the media group continues to experiment with direct-to-consumer initiatives to boost revenues.

In a partnership with food delivery platform GrubHub, *Bon Appetit* is offering consumers the chance to order takeout dishes curated by the *Bon Appetit* test kitchen. *Bon Appetit, Delivered* is now available exclusively in Chicago for lunch and dinner orders ([see story](#)).



Lincoln is encouraging use of its mobile app through its new reward program. Image courtesy of Lincoln

U.S. automaker Lincoln is introducing an enhanced loyalty program as an extension of its commitment to hospitality.

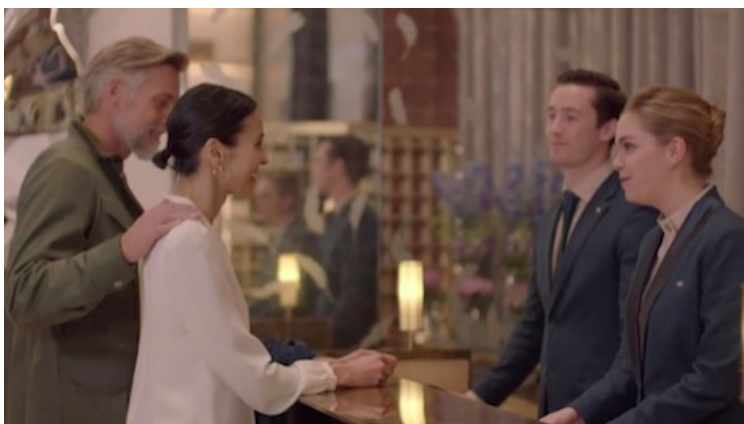
Through Lincoln Access Rewards, owners and lessees can earn points by scheduling services with Lincoln's mobile application to be used on future maintenance or unique client experiences. As ideas of vehicle ownership evolve, automakers are looking for new ways to engage drivers and elevate the ownership experience ([see story](#)).



Louis Vuitton has created a bespoke trophy trunk for the League of Legends World Championship. Image credit: Riot Games

French fashion house Louis Vuitton is embarking on a multichannel partnership with game developer Riot Games, as luxury brands begin to take note of the vast opportunity within the esports industry.

The Louis Vuitton and Riot collaboration begins with next month's League of Legends World Championship, with the fashion label creating a traveling trophy case for the esports tournament. Although luxury brands have been leveraging gaming for increased fan engagement, the esports market has been mostly untapped ([see story](#)).



The Residences at Mandarin Oriental's "Welcome Home" campaign. Image credit: Mandarin Oriental

The Residences at Mandarin Oriental is exploring the ideas of home and hospitality in a marketing push for its residences.

A new global brand film, titled "Welcome Home" focuses on life's little moments that are delivered with white-glove service, such as birthday celebrations and dinner parties. Mandarin Oriental has been expanding its residences

portfolio, and this campaign aims to raise awareness for its ownership opportunities ([see story](#)).



Perigold focuses on upscale home furnishings. Image courtesy of Perigold

Sotheby's International Realty is bringing a branded, shoppable touch to its augmented reality experience through a partnership with Wayfair's luxury furniture platform Perigold.

Through the Curate by Sotheby's International Realty application and Web site, consumers can virtually place Perigold furniture into their rooms, staging their rooms in a prospective home. For Perigold, this also places its offerings in front of affluent consumers who are planning a move ([see story](#)).

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