

BLOG

## Top 5 brand moments from last week

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Stella McCartney's *All Together Now* collection. Image credit: Stella McCartney

By STAFF REPORTS

Luxury brands are reworking traditional narratives for today, whether rethinking fashion consumption or the idea of marriage.

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From modernizing a 50-year-old film for a campaign to creating the feel of a retro arcade in a new medium, luxury brands made pop-culture references from the past relevant to contemporary consumers. What was old is now being made new for the next generation of luxury buyers.

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



Forevermark's "I Take You Until Forever" campaign. Image courtesy of Forevermark

De Beers Group's Forevermark is extending beyond its role as a diamond purveyor with a new branded bridal jewelry collection and coordinating campaign.

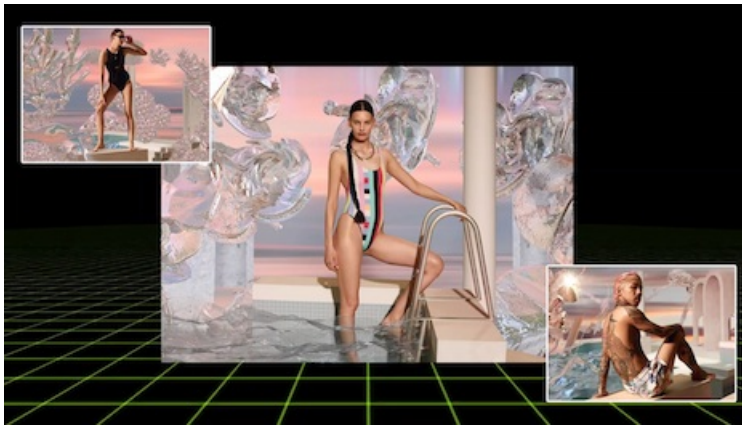
Forevermark has typically worked with partners to produce collections with its stones, but the miner is turning jewelry maker with a series of engagement rings and wedding bands that were fully developed by the brand. To introduce Forevermark's first foray as a jeweler, the company is launching a campaign centered on moments of realistic love, focusing on the symbolic meaning that bridal rings hold for couples ([see story](#)).



*The Gucci Ace game is playable within the brand's app. Image courtesy of Gucci*

Italian fashion house Gucci is looking to engage consumers around its products and brand by launching a series of games within its mobile application.

Classic games of the 1970s and '80s have inspired the Gucci Arcade, bringing retro-style challenges to a modern, portable platform. Putting this focus on entertainment and competition, the arcade enables consumers to play and compare their scores with others, creating a community among Gucci's fans ([see story](#)).



*Selfridges collaborated with digital artist Jon Emmony for its swimwear campaign. Image credit: Selfridges*

British department store chain Selfridges is looking to bring the future of fashion to shoppers by working with digital artists on a new multichannel initiative.

Through "The New Order," the retailer is enhancing the concept of creative collaborations by merging physical and digital shopping. Luxury retailers are turning to more experiential offerings as they work to lure consumers away from their screens and inside stores ([see story](#)).



*Katie Couric hosts a docu-series for SK-II. Image courtesy of SK-II*

Japanese beauty label SK-II is enlisting a trailblazing journalist for its latest #ChangeDestiny campaign in an effort to show how women are shaping their own paths forward.

In the docu-series "Timelines," award-winning journalist Katie Couric speaks to women about the societal pressures that they face around the world. Earlier efforts from the beauty brand have also explored how women empower

themselves in societies filled with rigid expectations ([see story](#)).

British fashion label Stella McCartney is translating the themes of a classic Beatles film for today's audience in a collection and campaign featuring a quartet of up-and-coming musicians.

After seeing a remastered version of "Yellow Submarine" last year, Ms. McCartney was inspired by the film's message of togetherness and decided to create a line based on the 50-year-old movie. While the movie was made half a century ago, Ms. McCartney sees a retained relevance for its lessons ([see story](#)).

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