

BLOG

## Top 5 brand moments from last week

July 29, 2019



*Hugo Boss challenged men to rethink suits. Image credit: Hugo Boss*

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By STAFF REPORTS

Luxury brands took time this week to shed light on important issues through creative efforts, including mental health and sustainability.

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Fashion brands launched campaigns giving a fresh perspective to menswear, eyewear and more with the help of brand ambassadors. Elsewhere, luxury brands engaged consumers through new loyalty programs and social media challenges.

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



*Crystal offers several types of voyages, including river cruises. Image credit: Crystal Cruises*

Luxury cruise line Crystal is expanding its loyalty program to better reflect its growing portfolio of global experiences.

Through the revamped program, Crystal Society members can now earn and redeem benefits across the Crystal lineup, which includes ocean, river, yacht and forthcoming expedition cruises. Crystal continues to cater to affluents wanting experiential, flexible travel by expanding its offerings ([see story](#)).



*Gucci's watches and jewelry campaign stars Chris Lee. Image courtesy of Gucci*

Italian fashion label Gucci is professing a love of books in a jewelry campaign set in a 318-year-old library.

Brand ambassador Chris Lee stars in the advertising effort, which captures the Chinese singer wandering through the stacks in Rome's Biblioteca Casanatense. Launching in August, the campaign brings its Asian ambassador to a historic Italian location, creating a global push for the collections ([see story](#)).



*BMX rider Chad Douglas for Hugo Boss. Image credit: Hugo Boss*

German fashion brand Hugo Boss is emphasizing the wearability of its classic suits with the help of an athletic group of influencers.

As casual wear has taken hold of high-end men's apparel, suits have become less prominent. By working with a range of athletes for its #SuitChallenge, Boss is showing consumers there is still a place for tailored suits, including more adventurous settings ([see story](#)).



*Mr Porter focuses on men's health in its Journal. Image credit: Mr Porter*

As wellness culture infiltrates the majority of industry sectors, the trend has made its way to men's fashion, as online retailer Mr Porter pivots to commit to men's mental and physical health.

Mr Porter Health in Mind is an ongoing effort from Mr Porter that hopes to raise awareness about men's health issues through its influencers and global platform. A partnership with charity Movemeber, Health in Mind will have a fundraising component in addition to editorials, campaign content and other initiatives focused on wellness for

men ([see story](#)).



*Stella McCartney is taking a stand in its winter 2019 campaign. Image courtesy of Stella McCartney*

British fashion label Stella McCartney is using its winter 2019 advertising as a call to arms for consumers to tackle the issue of climate change.

Looking to inspire consumers to take a stand, the campaign stars women who are invested in the fight, who give ideas about what can be done to "save the world." While many of the brand's marketing efforts center on its sustainable values, this takes it a step further by speaking directly to its audience, looking to sell them on more than just clothes ([see story](#)).

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