

BLOG

Top 5 brand moments from last week

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JSX's rebrand jumps on the opportunity for alternative air travel. Image courtesy of JSX

By STAFF REPORTS

Luxury brands are putting the emphasis on storytelling in rebranding campaigns and media tie-ups.

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This past week saw labels team with magazines to create narratives around their products, taking marketing beyond a sales-specific pitch. Elsewhere, an automaker took on the dictionary over a restrictive definition.

Here are the top five brand moments from last week:



Gucci's campaign includes four films by emerging talents. Image credit:

Italian fashion label Gucci is continuing its outreach to younger generations by turning to student directors to debut its latest footwear.

In a collaborative project with *Garage* magazine, students from New York University's Tisch School of the Arts created short films around the Ultrapace sneaker. While created as digital films, Gucci is directing consumers to its SoHo boutique to watch the films in their entirety, focusing on creating an in-person screening experience ([see story](#)).



Jaguar's I-Pace is technically not a "car" by dictionary definitions. Image courtesy of Jaguar

British automaker Jaguar is petitioning to have the dictionary definition of car evolve to include electric vehicles.

The online entries for "car" in the Oxford English Dictionary and Oxford Dictionary both are limited to combustion engines, but Jaguar is looking to change the definitions to be more inclusive. This move comes as Jaguar has been making a big push in electric vehicles with models such as its first all-electric sport utility vehicle, the I-Pace ([see story](#)).



JSX's rebrand jumps on the opportunity for alternative air travel. Image courtesy of JSX

Private jet charter firm JetSuite's sister company JetSuiteX is taking on commercial air travel with a rebranding campaign aimed at time-poor consumers who could use some extra hours.

Now called JSX, an abbreviation of "Joyful, Simple Xperiences," the service is looking to get more consumers to try its flights by promoting the time saved by being able to board a flight almost immediately. This branding campaign is the latest of JetSuite's efforts to expand the audience for charter jet travel, as the industry increasingly widens thanks to technology ([see story](#)).



Saks and Vogue's "Bag Check" stars Natasha Lyonne. Image credit: Vogue

Department store chain Saks Fifth Avenue is highlighting this season's handbag releases in a humorous short in collaboration with Cond Nast's *Vogue*.

In the film, actress Natasha Lyonne stars as a security guard with a penchant for purses, who makes her passion

known as she is screening bags. This content alliance follows Saks' flagship overhaul that turned its ground floor into a home for handbags, putting further emphasis on the category ([see story](#)).



Tom Ford Research includes highly concentrated skincare products. Image courtesy of Tom Ford

U.S. fashion label Tom Ford is launching innovative skincare products geared toward both men and women in its latest beauty release, as skincare continues to drive growth across the sector.

Tom Ford Research, the result of work by scientists at the label's own research facility, is being presented with the tagline "skincare for the 21st century." Marketing around the launch emphasizes Tom Ford's high scientific standards and features a diverse group of fresh-faced models ([see story](#)).

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