

BLOG

Top 5 brand moments from last week

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Audi's new Avant campaign follows generations of Audi lovers. Image credit: Audi

By STAFF REPORTS

Luxury brands are leaning on storytelling to mark milestones and new lines while drawing on house codes.

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This past week saw labels work with influencers to shape narratives centered on independence. Elsewhere, a hospitality brand ramped up its digital offerings while keeping in mind affluent's growing interest in unique experiences.

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

German automaker Audi is announcing the North American arrival of one of its most iconic models through a cinematic campaign about a lifelong passion for the marque.

After 25 years, the high-performance Audi RS6 Avant will make its debut in the United States and Canada in 2020. In an emotional film marking the reveal, Audi follows one man's journey from childhood to adulthood through the perspective of his love for the Avant ([see story](#)).



Burberry's autumn/winter 2019 campaign. Image courtesy of Burberry

British fashion house Burberry is juxtaposing the reserved and the relaxed in an advertising campaign that aims to further its inclusive brand positioning.

Shot by photographers Nick Knight and Danko Steiner, the campaign depicts models at the sea or on a campaign shoot. Through these foils, Burberry is looking to showcase its appeal to a wide range of consumers, from the streetwear devotees to sophisticates ([see story](#)).



Guests can now plan itineraries on the Four Seasons app. Image credit: Four Seasons

Hospitality group Four Seasons Hotels and Resorts is leaning into the growth of experiential travel with a new trip planning itinerary feature available on its mobile application.

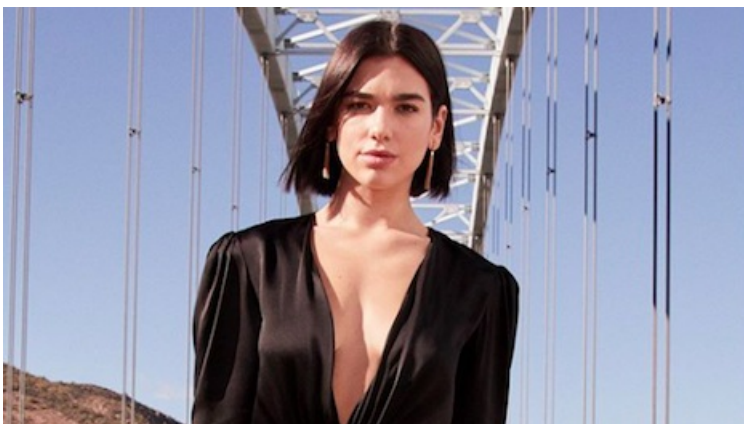
The updated Four Seasons app allows guests to manage their experience from start to finish, including booking spa treatments, requesting room service or making dinner reservations. It also enhances Four Seasons Chat as the hospitality brand looks to make stays more seamless for tech-savvy travelers ([see story](#)).



Michael Kors hosted influencers at the TWA Hotel. Image courtesy of Michael Kors

U.S. fashion label Michael Kors is highlighting its travel-inspired fall collection with the help of global influencers to expand its reach.

The fashion label invited 20 influencers to the newly renovated TWA Hotel in New York to participate in a 24-Hour Michael Kors Jet Set Experience. By creating a multifaceted itinerary, Michael Kors is demonstrating how it fits into a glamorous lifestyle ([see story](#)).



YSL Beauty's Libre campaign stars Dua Lipa. Image credit: YSL Beauty

France's YSL Beauty is bottling up the essence of freedom in a fragrance campaign fronted by a millennial pop star.

British singer Dua Lipa is the face of Libre, a new perfume that is said to be for those who "make their own rules." YSL's latest scent takes reference from its namesake fashion house's own rule breaking, such as its tuxedo eveningwear designs for women ([see story](#)).

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