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Top 5 brand moments from last week

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Dymatiq customizable superyacht

Brands got creative, experimenting with new ways to reach consumers on many different platforms.

With social media, mobile apps, collaborations and an emphasis on personalization showing across a number of industries, these brands have likely experienced a boost in visibility for their creative efforts. Whether it's emotional recognition technology, involvement in and collaboration of the arts or empowering the consumer, marketing may have provided a brief glimpse into the future of luxury.

Here are the top 5 brand moments from last week, in alphabetical order:



Bentley Bentayga

British automaker **Bentley Motors** is promoting its new Bentayga SUV with a new mobile application responsive to consumer emotion.

The “Inspirator” app shows a series of images ranging from beaches, surfing and yachting to music and dancing to chinaware and furniture to parties and discos in four separate chapters, using facial and emotional recognition technology to capitalize on the viewer’s preferences as it goes on, generating a custom Bentayga for the viewer at the end. The app represents a technologically innovative and creative way for the brand to promote its new model ([see story](#)).



Burberry Acoustic act Keston Cobblers Club performance

British apparel and accessories brand **Burberry** announced that it is the first brand to launch a dedicated channel on Apple Music.

Music is an important element for Burberry, with the brand often streaming or hosting live performances within its stores and casting musicians in advertising campaigns. Now the brand will add another layer to its musical offerings with the creation of the Burberry Channel, found within the “Curators” section of Apple Music ([see story](#)).



Dolce & Gabbana's Sophia Loren N°1 lipstick

Italy's **Dolce & Gabbana** is paying a "loving tribute" to Italian beauty icon Sophia Loren by creating a limited-edition lipstick in her honor.

The Sophia Loren N°1 is a shade of red being penned a "true collector's item" with Dolce & Gabbana hosting a pre-order event online prior to its official release. For its cosmetics communications, Dolce & Gabbana often relies on imagery connecting its products to Italian beauty whether it is a spokesmodel or scenic locale ([see story](#)).



Dynamiq customizable superyacht

Superyacht builder **Dynamiq** is breaking new ground in the yacht industry with customizable, made-to-order yachts.

Clients can customize everything from paint scheme to finish and amenities on Dyanamiq's Web site and, for the first time ever, build the yacht of their dream. According to the brand, consumers have never had such control over their boats before, so Dynamiq's model may provide a new benchmark in high-end yachting that empowers the consumer and eases the transaction model ([see story](#)).



Promotional image for #SaksAtTheShows

Department store chain **Saks Fifth Avenue** let its consumers in on the action surrounding New York Fashion Week through a social media hub.

#SaksAtTheShows brought together live Meerkat feeds from an array of shows, street style photography and the retailer's YouTube and Instagram accounts into one platform. With a plethora of fashion week social media impressions being made, giving consumers one branded channel to tune into may help Saks rise above the noise ([see story](#)).