

August 4, 2014

## Top 5 Brand Moments from Last Week



*Lexus in Agents of S.H.I.E.L.D. comic book*

The fashion and real estate worlds briefly swapped places, while Lexus entered a Marvel adventure.

Fendi announced plans to open its first residential Palazzo in Miami, flush with Fendi Casa regalia, and NYC-based real estate firm Core developed a marketing campaign that is unusually creative for real estate. Last week also yielded some important acquisitions and partnerships.

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



*Campaign still for 15 Renwick property created by IF Studi0*

**Real estate brokerage firm Core** is taking an unorthodox approach to marketing a new building in the Hudson Square neighborhood of New York.

Although real estate purchases are arguably the most important commercial choices a consumer can make, real estate marketing tends to follow a dry and formulaic approach. Core sought to break away from this format by creating a campaign that resembles something closer to what a fashion brand might produce (see story).



*Video still from Fendi*

**Italian fashion label Fendi** is making its first foray into the world of real estate with a condominium building in Miami.

Fendi teamed up with private developer Château Group to realize the project that will include many Fendi-inspired touches. As brands diffuse into new industries, it is important to hold tight to signature aesthetics (see story).



*Lexus in Agents of S.H.I.E.L.D. comic book*

**Toyota Corp.-owned Lexus** is appealing to Marvel comic book enthusiasts with an extensive bit of product placement in an “Agents of S.H.I.E.L.D.” custom issue.

The 21-page issue is titled “The Chase” and prominently features the Lexus GX in a majority of panels. Since the issue is only the first chapter of “The Chase,” Lexus has ample time to make an enduring impression on this niche audience (see story).



*Exterior of Nordstrom Seattle flagship store*

**Department store chain Nordstrom** has entered an agreement to acquire menswear personal clothing service Trunk Club.

Trunk Club's personal stylists pick out apparel for its stylish male consumers based on profiles, rather than having the men shop themselves. This new addition to Nordstrom represents the retailer's dedication to constantly improving its multichannel experience for consumers (see story).



*Yoox mobile commerce*

**Yoox, the official ecommerce partner of Kering**, is teaming up with Chinese social communication application WeChat to enhance its consumers' mobile shopping experience.

As part of the global partnership, Yoox created new official accounts for the United States and Italy on WeChat, as well as revamping its existing Chinese account. Tapping into WeChat's platform for social shopping will allow Yoox to make the mobile commerce experience more personal for consumers, giving access to live chat and messages from the retailer (see story).