

IN-STORE

Parmigiani aims for visibility with Luisa Via Roma window display

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Parmigiani's Tonda Metro collection

By JEN KING

Swiss watchmaker Parmigiani Fleurier is looking to bridge the gap between watchmaking and fashion with a partnership with Florence, Italy-based retailer Luisa Via Roma.

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The partnership, which kicked off on June 16 during the start of the Pitti Uomo fashion trade show in the Italian city, includes a week-long interactive window display and a special edition watch. To further align the industries, Parmigiani took signature codes of Luisa Via Roma and incorporated them into its Tonda Métro collection.

"We're seeing an awful lot of brand collaborations in the marketplace these days," said Dave Rodgers, retail business development executive at [Microsoft Canada](#), Toronto. "The one thing that has become a trademark of those events is that the partner of the retailer will create a special edition of its product to be featured in the store.

"This benefits both brands and helps to differentiate the retailer by extending the normal product line as well," he said. "Consumers who are lucky enough to buy the item now have something special, a mark of pride that continues to tell other consumers about the name of the retailer. It makes the consumer feel special and continues to tell the story of the

retailer's brand.

"Fragrances and timepiece accessories are just as much an element of fashion as any product seen on a designer's catwalk. Certainly, on a personal level, they help the consumer to make that look their own. To me, they are an integral part of a person's look."

Mr. Rodgeron is not affiliated with Parmigiani or Luisa Via Roma, but agreed to comment as an industry expert.

Parmigiani and Luisa Via Roma did not respond by press deadline.

Fashion watch

Using its Facebook account, Parmigiani increased awareness for the partnership through posts that introduced the project, but did not give too much away.

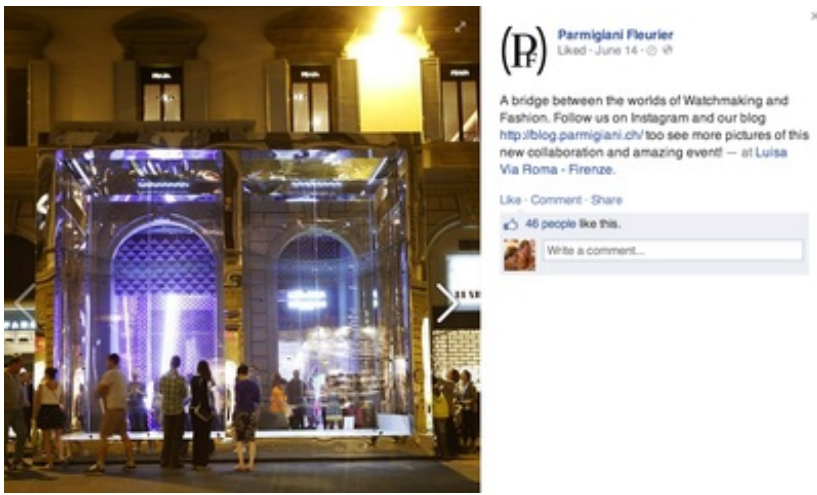
On Facebook, the watchmaker directed its enthusiasts to its blog housed on the Parmigiani Web site as well as its partner's page. The provided link lands on the Luisa Via Roma home page rather than the Parmigiani partnership section, which may distract consumers from their initial task.



Luisa Via Roma's Web content for Parmigiani's special edition watches

Found on the bottom of the site, consumers can learn more about the "Time Flies and Butterflies Too" window display envisioned by artist Felice Limosani. Here, consumers also learn that Parmigiani created two special edition timepiece to celebrate the partnership and its launch during the Pitti Uomo fashion trade show.

On Luisa Via Roma's Web page, as well as on Parmigiani's Facebook, consumers can view a digital-rendering of the window display. For international fans of both brands, who may be unable to visit in person, including a digital experience allows consumers to feel involved.



Parmigiani's Facebook picture of Felice Limosani's window display

The 90-second video explores Mr. Limosani's Time Flies and Butterflies Too installation. The installation features a large, illuminated pendulum swinging within a mirrored window pane.

As the camera moves away from the pendulum, blue butterflies begin to fly into the scene. Subtitles read, "Time seems like butterflies!" and another segment explains that if you move you cannot catch a butterfly, but if you are still they will land on you.

When the camera is farther away from the pendulum in the window, the viewer can see a large terrarium filled with the blue butterflies. Subtitles explain that the butterfly has no sense of time and that the "light fluttering" of their wings is a metaphor representing Parmigiani's talent.

Embedded Video: [//player.vimeo.com/video/98117315](http://player.vimeo.com/video/98117315)

Time Flies and Butterflies Too by Felice Limosani

The window display acts as a launch of Parmigiani's Tonda Métro Luisa Via Roma special edition watch collection. According to Parmigiani's blog post the watch was created to reflect the partnership and "the exclusive spirit of luxury on which the Florentine brand's success is built."

The men's and women's models feature chevron braiding on their leather straps. The interlacing leather produces a pattern of triangles to create a surface resembling weaving techniques used in the leather goods and fashion industries.

Using a chevron pattern also connects to Luisa Via Roma, whose brand emblem is a triangle.

Parmigiani's men's model, the Tonda Métrographe features dark blue and black with a galvanized dial that has defined triangular lines. The pattern is achieved through a brushing and sanding technique.



Parmigiani's Tonda Métrographe Luisa Via Roma special edition

The female version, the Tonda Métropolitaine features a pink Mother of pearl face and sand-blasted opaline to complement its case. The Tonda Métropolitaine also includes diamonds surrounding the face.



Parmigiani's Tonda Métropolitaine Luisa Via Roma special edition

Partnering products

Parmigiani has partnered with other brands in the past to build awareness for its timepieces among audiences that may be unfamiliar with its watchmaking.

For instance, the watchmaker collaborated with Italy's Pomellato to create the jeweler's first range of watches that connect the world of fine jewelry design and watchmaking for female consumers.

The four-piece "Tonda Pomellato" capsule collection was inspired by Parmigiani's

Tonda watches and is set in Pomellato's signature rose gold. The joint endeavour is likely to attract enthusiasts of both brands due to the collection's use of signature characteristics and well-known watch design ([see story](#)).

Creating a special edition item for a partnership is also an ideal way to get consumer attention.

For example, Fendi created five of the 2Jours handbags to be sold exclusively at Harrods' Handbag Narrative exhibit. The exclusive 2Jours was made of "Harrods' green" crocodile skin ([see story](#)).

The addition of a physical and digital window display will generate extra buzz for Parmigiani and Luisa Via Roma's partnership.

"Digital media has come so far in recent years," Mr. Rodgerson said. "It is a way that retailers can engage an audience and make the shopping experience fun.

"People want to be entertained and the technology of today's digital media allows retailers to convey a message that not only informs, but entertains their audience," he said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/fUnEX_a9oTQ](https://www.youtube.com/embed/fUnEX_a9oTQ)

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