

MOBILE

Van Cleef & Arpels employs Instagram to showcase fine jewelry in motion

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Instagram post from Van Cleef & Arpels

By SARAH JONES

French jewelry house Van Cleef & Arpels is engaging with its social media audience by unveiling a new collection solely on Instagram.

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On June 27, Van Cleef & Arpels shared its new fairytale-themed high jewelry collection on Instagram through a series of posts. This will likely help the jeweler raise engagement and following of its Instagram account, while making those consumers who participate feel part of its inner circle.

"Instagram is the premier branding platform for a mobile-first society and customer base," said Kyle Wong, CEO of [Pixlee](#), San Francisco.

"By giving its audience on Instagram a first view they are sharing high quality content with their passionate customers who actively support and follow the brand," he said. "Engaging this group of brand advocates is important because they actively introduce the brand to their friends."

Mr. Wong is not affiliated with Van Cleef & Arpels but agreed to comment as an industry expert.

Van Cleef & Arpels did not respond by press deadline.

Big reveal

Beginning June 24, Van Cleef & Arpels began to tease the upcoming unveiling.

The brand posted a video to Instagram showing a blue green stone sitting on an embossed white paper. As the video plays, a chest emerges from the paper and envelops the gem. No specific date was mentioned, but the post said to stay tuned.



Instagram post from Van Cleef & Arpels

On the following day, Van Cleef & Arpels shared an image of the same stone, this time against a plain background. The paper reveals a palace in the distance and king and queen in the foreground. Butterflies fly by one of the towers and hover over the queen's head.

The post similarly reveals the fairytale theme for the collection, telling consumers that it would be revealed the next day on Instagram.

Van Cleef & Arpels also posted to Facebook and Twitter the day of, letting consumers know the exact time of the unveiling.



 **Van Cleef & Arpels** @vancleefarpels · 4h
Countdown: 4hrs to follow the new #HighJewelry collection launch event live on
[instagram.com/vancleefarpels](https://www.instagram.com/vancleefarpels) [pic.twitter.com/N68wttlpCE](https://www.pinterest.com/N68wttlpCE)

Tweet from Van Cleef & Arpels

The first image of the new line was a still from Jacques Demy's film "Peau d'âne," the inspiration behind the collection. It shows actress Catherine Deneuve in a golden gown and crown.

In the same post, Van Cleef & Arpels also let consumers know that it is funding the restoration and digitization of the film.

"Peau d'âne" is a musical that tells the story of a king and his daughter. He tells his dying queen he will only marry one as fair as her, with the only such woman her daughter. The princess demands impossible wedding gifts of her would-be husband to prevent the marriage.



Instagram post from Van Cleef & Arpels

Following that Van Cleef & Arpels shared an image of the Chateau de Chambord, the castle-like structure where it would be showcasing the collection in person later that night.



vancleefarpels

19m



♥ 398 likes

● **vancleefarpels** The new #HighJewelry collection, suffused with enchantment, will be unveiled tonight at the prestigious @chateau_de_chambord #VCApeaudane

Instagram post from Van Cleef & Arpels

Van Cleef & Arpels then took consumers inside the event, showing a magic mirror and owl figurines decorating different rooms. To keep consumers hooked on the feed, the jeweler told them of the jewelry to come.



vancleefarpels

7m



♥ 191 likes

● vancleefarpels A glimpse of the new #VCApeaudane #HighJewelry pieces - Chapter I: Childhood at the Castle

Instagram post from Van Cleef & Arpels

Trending

British fashion house Burberry further asserted Instagram's importance for fashion brands by unveiling the faces of its upcoming fall fragrance campaign on the platform.

The faces of the new fragrance's campaign are British models Kate Moss and Cara Delevingne. Although no details of the fragrance itself have been revealed besides it being an addition to Burberry's established women's perfume line, Ms. Moss' and Ms. Delevingne's celebrity status will propel and maintain interest in the campaign ([see story](#)).

Department store Barneys increased increasing engagement with their highly-trafficked holiday window displays with Instagram components that likely hiked global awareness.

Barneys revealed its windows by posting videos on Instagram, deciding not to host a big outdoor event last year.

On Nov. 20, the store posted five Instagram videos of its windows, highlighting the technology behind the lighting effects featured in the various panes ([see story](#)).

These Instagram reveals make sense, since it reached a highly engaged audience.

"Brands that actively invest in Instagram as a platform tend to see better engagement," Mr. Wong said. "This unveiling not only led to increased engagement, but Van Cleef & Arpels' followers were actively sharing the teasers with their friends."

Final Take

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