

MULTICHANNEL

Top 10 jewelry and watch brand efforts of H1

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Hermès' watch

By JEN KING

During the first half of the year, jewelers and watchmakers paired heritage with emerging ventures to highlight more than collections.

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By emphasizing sustainability, charitable causes and even the love of a particular sport, marketers sought consumer approval on a range of issues. Tactics varied from television documentaries to timekeeping roles at international sporting events to show consumers the depth of brand character.

Here are the top 10 jewelry and watch brand moments of the first half of the year, in alphabetical order:



Boodles' Greenfire necklace sketch

Boodles' documentary

British jewelry maison Boodles celebrated its more than 200-year heritage with a television documentary that followed the brand's creative process for a high-jewelry emerald necklace.

Boodles' "The Million Pound Necklace: Inside Boodles" aired Sunday, March 23 on Channel 4 in Britain. Screening a documentary for a location-based audience built awareness among local consumers who may have been unfamiliar with the heritage and craftsmanship of the house.

Boodles' documentary was filmed throughout 2013 by Garden Productions ([see story](#)).



Bulgari's Hotel & Residences, London

Bulgari's sponsorship of The Glamour of Italian Fashion exhibit

Italian jeweler Bulgari is strengthening its relationship with the fashion industry by sponsoring The Glamour of Italian Fashion exhibit April 5 through July 27 at London's Victoria & Albert Museum.

Although a main sponsor, Bulgari promoted its involvement with the museum exhibit on its London hotel and residence property's Facebook account. Instead of seeming pushy, Bulgari's use of its hotel to promote the exhibit may have persuaded guests and enthusiasts to book a stay.

Held at the Victoria & Albert Museum in London, The Glamour of Italian Fashion showcases Italy's rise in the fashion industry after World War II. The exhibit examines Italian fashions from 1945 to present day with defining moments such as the 1950s Sala Bianca catwalk shows held in Florence on display ([see story](#)).



Chopard's Green Carpet collection bracelet

Chopard's sustainability Tumblr

Switzerland's Chopard took its consumers on an ethical journey down the green carpet to emphasize its sustainable practices.

The jeweler released its inaugural Green Carpet Collection in support of ethically-sourced materials in 2013 at the Cannes Film Festival. Since then, Chopard has worked to further expand its sustainability efforts through additional jewelry pieces and an active digital presence that spreads awareness.

To build additional awareness for its green efforts, Chopard sent out an email blast to its newsletter subscribers on April 18, days before Earth Day April 22 ([see story](#)).



Naeem Khan's egg for the Big Egg Hunt

Fabergé's The Big Egg Hunt

The Big Egg Hunt was sponsored by Russian jeweler Fabergé and benefitted two nonprofits: Studio in a School and Elephant Family. For the event, more than 200 egg sculptures, each created by a leading artist, designer or creative, were placed around New York, with consumers encouraged to find and check-in at the eggs as well as bid on them via a mobile application.

The eggs were designed by artists such as Jeff Koons, Bruce Weber and Peter Beard, as well as emerging talents. Fashion designers such as Ralph Lauren, Carolina Herrera, Marchesa, Oscar de la Renta and Diane von Furstenberg also designed their own eggs.

Each of the 275 eggs were outfitted with a beacon, powered by Nomi, that allowed the consumer to check in and unlock the egg. Participants were in the running to win \$30,000 worth of Fabergé jewelry ([see story](#)).



Amrapali's Sadabhar suite for Project Blossoming

Gemfields' Project Blossoming

Colored-gemstone miner Gemfields extended its sustainable business practices into civic engagement with a charity partnership, Project Blossoming, with India's Project Nanhi Kali.

Translated to mean "little bud" in Hindi, Project Nanhi Kali is dedicated to improving the lives of Indian girls through education. Selecting a charity rooted in India is fitting for Gemfields, since the country is a key market for the brand.

The philanthropic endeavors between Gemfields and Project Nanhi Kali form the Project Blossoming partnership. The charity hopes to lend support to young Indian girls who may "blossom" with potential through education.

For Project Blossoming, the partners teamed up with 10 of India's leading jewelers. Each jeweler created a piece of jewelry inspired by the notion of blossoming ([see story](#)).

Hermès' Baselworld horology video

France's Hermès displayed the connection between its leather goods and timepieces through a chronological social video that showed the brand's early pocket and wristwatches.

Hermès' "The Mechanics of Hermès Time" was meant to show the brand's craftsmanship and innovation in the weeks leading to the watch industry's largest event, Baselworld in Basel, Switzerland, Mar. 27 through April 3. The leather good maker consistently looks for new ways to explore aspects of its dedication to craftsmanship.

The brand's use of kitschy characters likely held viewer attention as they anticipated what the tiny workers will do next. In each scene, the characters added their own charm to the video, allowing a softer side of Hermès to show ([see story](#)).



Hublot Loves Football campaign

Hublot Loves Football

Swiss watchmaker Hublot rounded out its international football campaign with a microsite that housed branded content and live updates from the FIFA World Cup June 12 through July 13.

As the official timekeeper of the World Cup matches in Brazil, Hublot placed enormous emphasis on its role by organizing the “Hublot Loves Football” world tour that brought the watchmaker to different countries to celebrate the sport. The microsite allowed Hublot enthusiasts to enjoy the games with the brand and found ways to include consumers who may have not had a Hublot Loves Football event in their region.

The microsite also included an area dedicated to legendary Brazilian footballer Pelé, who is also a Hublot ambassador and the inspiration for the Classic Fusion Chronograph Pelé ([see story](#)).



Omega's Russian flag-inspired watch

Omega at the Winter Olympics

Swiss watchmaker Omega delved into its role as the Winter Olympics XXII's official timekeeper with a multichannel effort that illustrated the mechanics behind its timing devices and celebrated the spirit of the games.

Omega served as the timekeeper of all events during the Winter Olympics in Sochi, Russia, Feb. 7-23, in addition to creating a 2,014-piece collection of watches to mark the occasion. The international buzz created by the Olympics introduced Omega to new audiences outside its primary markets and promoted its stance as an innovative watchmaker with global appeal.

The watchmaker continued its coverage with a section where consumers could discover the details of four event-specific equipments designed by Omega. The sports included in the interactive demonstration were speed skating, bobsledding and two different types of ski races ([see story](#)).



Tiffany's Elsa Peretti Bottle collection

Tiffany pays homage to Elsa Peretti

Jeweler Tiffany & Co. revitalized interest in its Elsa Peretti collections with a social campaign that included the musings of the Italian jewelry designer.

The inclusion of Ms. Peretti's personal thoughts in the campaign found on the Tiffany Twitter and Facebook accounts gave face to the collection and spoke to the designer's creative process. Collaborations are better received by consumers if the working partners' values are well-understood and highlighted through content.

Tiffany's social campaign, which began on June 16, was meant to symbolize Ms. Peretti's contributions to 20th-century jewelry design. During the course of her career, Ms. Peretti has designed many of Tiffany's most recognizable and best-selling items ([see story](#)).



Instagram post from Van Cleef & Arpels

Van Cleef & Arpels' Haute Couture Fashion Week high-jewelry collection unveiling
French jewelry house Van Cleef & Arpels engaged with its social media audience by unveiling a new collection solely on Instagram.

On June 27, Van Cleef & Arpels shared its new fairytale-themed high-jewelry collection on Instagram through a series of posts during Paris' Haute Couture Fashion Week. This likely helped the jeweler raise engagement and followers of its Instagram account, while making those consumers who participated feel part of its inner circle.

The first image of the new line was a still from Jaques Demy's film "Peau d'âne," the inspiration behind the collection. In the same post, Van Cleef & Arpels also let consumers know that it is funding the restoration and digitization of the film.

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 ([see story](#)).

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/fWP6nbom8ZI](https://www.youtube.com/embed/fWP6nbom8ZI)

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