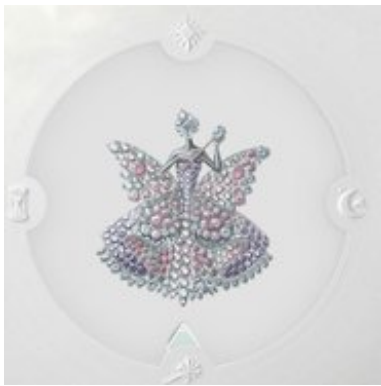


ADVERTISING

## Van Cleef & Arpels weaves fairy tale into jewel-themed microsite

July 28, 2014



*Van Cleef & Arpels interpretation of the godmother's dress*

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By NANCY BUCKLEY

French jewelry house Van Cleef & Arpels is embellishing its fairy tale-themed social media release from earlier this summer.

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**Luxury Daily**

The fairy tale is told on the brand's Web site and incorporates jewels throughout the tale. The use of a story to educate consumers about the brand can create a lasting memory of the products and a stronger connection to the brand.

"By evoking a classic fairy tale that creates an association back to childhood days, this cinematic approach essentially creates a whimsical experience," said Dalia Strum professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"It contextualizes pieces that would typically have a distant association with them, and creates a narrative to connect with their potential clientele," she said.

Ms. Strum is not affiliated with Van Cleef & Arpels, but agreed to comment as an industry expert.

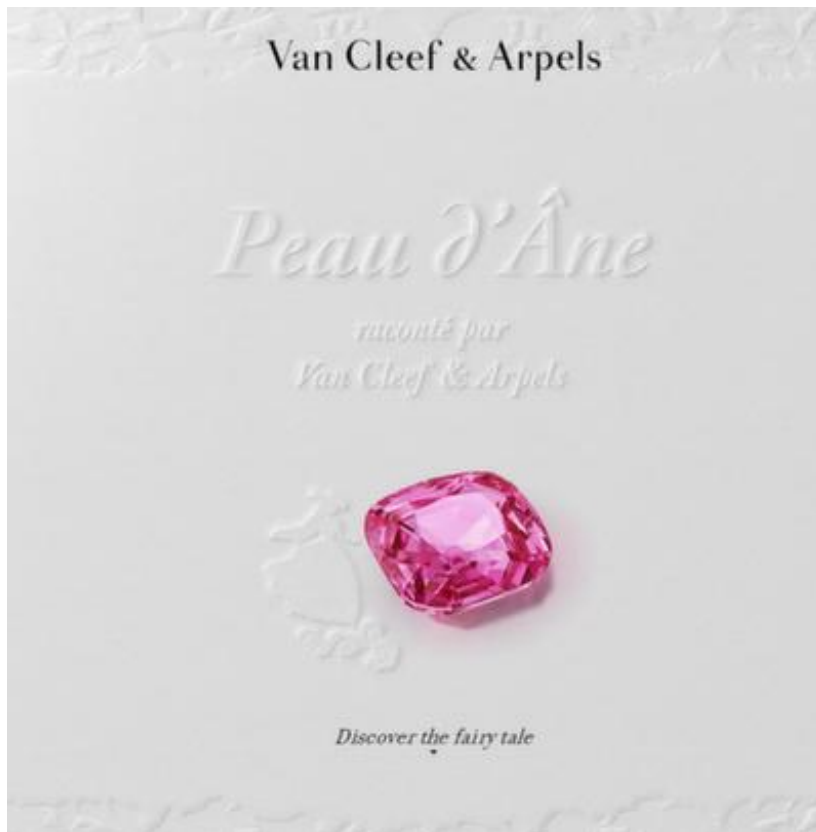
[Van Cleef & Arpels](#) was unable to comment by press deadline.

Once upon a time

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 fairy tale-themed high jewelry collection on Instagram through a series of posts. This likely helped the jeweler raise engagement and following of its Instagram account, while making those consumers who participated feel part of its inner circle ([see story](#)).

The story is inspired by Jaques Demy's film "Peau d'âne," a film for which the brand is funding the restoration and digitization.



### *Beginning of the fairy tale*

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.

In this telling of the fairy tale starts by telling the reader about the princess' childhood and how her parents loved each other deeply. The tale speaks about the princess' beauty.



### *Explanation of the castle jewels*

It is implied that the girl experienced a death and her godmother encourages her to run to the forest.

The next section is called "The Wedding" and the princess' wedding day to the prince is announced and their true love is declared.

Each part of the fable is depicted in jewels and offers a little more insight into the story. The click-through to another Web page about the brand's history and the production of the jewels used to create the fairy tale pieces.

The jewels help create the story and the descriptions and click-throughs help incorporate the brand.

Van Cleef & Arpel's Web site assumes familiarity with the story.

### Story time

Telling stories can lead to a personal connection with a consumer.

An authentic narrative is an important and integral part of all marketing strategies for luxury brands and to develop this successfully, brands should bring in content specialists, according to an expert at the Luxury Interactive conference.

The importance of original branded editorial content for luxury brands is growing as social media and consumer conversations increases. Brands can benefit largely from a genuine story with relative content across all mediums ([see story](#)).

For example, French leather goods house Hermès used an interactive frog video to add a touch of whimsy to its range of handbags.

Similar to the "The Frog Prince," lifelike frogs turn into leather bags in the same shade of green when clicked. By evoking a classic fairytale, and allowing for active participation in the content, consumers will likely be more apt to explore the entire collection ([see story](#)).

A story creates its own means of promoting a brand with a familiar tone.

“This digital strategy is a great medium to establish an authentic brand voice by merging nostalgic experiences,” Ms. Strum said. “However, this approach could be a bit more seamless, without requiring additional actions from the user, or creating a gamification effect.

“The brand is looking for strategies to connect to their target market and reinvigorate existing relationships by increasing their relevancy in this competitive market,” she said.

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/GPS34n0MsC8](https://www.youtube.com/embed/GPS34n0MsC8)

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