

INTERNET

Swarovski creates microsite for fashion designer collaborations

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Swarovski Tangara Necklace

By NANCY BUCKLEY

Precision cut-crystal maker Swarovski is using a microsite to celebrate the 150 collaborations it has enacted in the 15 years of Swarovski Collective, a collaboration the brand has created with designers it sees as talented and holding potential.

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A microsite has been created to highlight the current and past Swarovski Collective designers. This year's program involved a social video and the new microsite that creates a central location for consumers to visit.

"Utilizing a microsite to create a branded destination for an on-going campaign makes sense for the massive Swarovski brand to highlight a targeted initiative," said Karin Satrom, creative director at [The O Group](#), New York.

"I hope future seasons see the brand take advantage of this online destination in a modern and captivating way," she said.

Ms. Satrom is not affiliated with Swarovski, but agreed to comment as an industry expert.

[Swarovski](#) was unable to comment by press deadline.

Micro focus

The microsite's home page celebrates the 15 years of Swarovski Creative with a video. It also offers information about the collective and past collaborations.

Swarovski hand picks the fashion designers for each show and in addition to providing financial support to the designers; the brand will give them crystals to use in their designs. Swarovski is able to showcase its own creativity through this project, as well as show its good citizenship within the fashion industry ([see story](#)).



Swarovski Collective with Alexander McQueen

On the microsite, consumers have the ability to look into the past of the collaborative efforts through an alphabetical list of each previous designer or through the year and season.

If interested in only the current season, consumers can click on “this season” in the top right corner and learn about the designers based in their fashion show's city.

When a specific designer is clicked on, a dedicated page opens explaining the origins of the designer and provides an insight to their collections. Also, a video interview of the designers is also on their page.

Embedded Video: [//www.youtube.com/embed/lvq5shOPsMQ](http://www.youtube.com/embed/lvq5shOPsMQ)

The Swarovski Collective video

The video created for the more general program highlights past and present designers at fashion shows. It also celebrates the 15 years that the program has been present.

Partnering with fashion

Stepping into the fashion show world for some brands can create a broader audience.

For instance, Switzerland's Jaeger-LeCoultre fêted its latest high-jewelry collection with a fashion show organized by French couturier Alexis Mabille.

The fashion show served to highlight Jaeger-LeCoultre wristwatches as high-fashion-approved accessories rather than time telling tools. Debuting the 2014 high-jewelry pieces

in a creative way underscored the similarities between couture designs and timepieces ([see story](#)).

Also, Toyota Corp.-owned Lexus is looking to stand out at this year's New York Fashion Week Sept. 4-11 with a multi-faceted installation by British fashion designer Gareth Pugh.

The automaker will also make the Lexus RC F performance coupe a centerpiece of the event. Design Disrupted and similar campaigns have helped Lexus associate its brand image with innovation ([see story](#)).

Engaging in a related realm, like fashion and design for jewelry or car brands, creates new opportunities for brands.

"The Swarovski Collective provides the Swarovski brand a fantastic opportunity to engage young, talented fashion designers who want to experiment with unique materials," Ms. Satrom said.

"This initiative gets the brand noticed by both those in the industry and, tangentially, consumers who are fashion lovers," she said.

"It also showcases their product in a way that appeals to creative industry professionals."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ru98ka-Q3pY](https://www.youtube.com/embed/ru98ka-Q3pY)

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