

MULTICHANNEL

Astley Clarke touts internal tech strategy to tell creation anecdote

November 10, 2014



Astley Clarke bracelets

By JEN KING

British jeweler Astley Clarke is telling a craftsmanship narrative from a technology perspective to underscore how a modern luxury brand finds success.

[Sign up now](#)

Luxury Daily

Competing with long-established and leading luxury houses is a steep slope for brands that have recently been founded and cannot yet rely on heritage-themed storytelling to foster allure and aspiration. In today's market, the brands that adapt to and embrace technology openly, such as Astley Clarke, fare better than those who do not, regardless of their overall status.

“Whilst as a brand we use traditional design and making techniques to create our jewelry, as a business we also embrace technology allowing us to work more smoothly and efficiently,” said Fran Cookson, brand marketing and PR manager at [Astley Clarke](#), London.

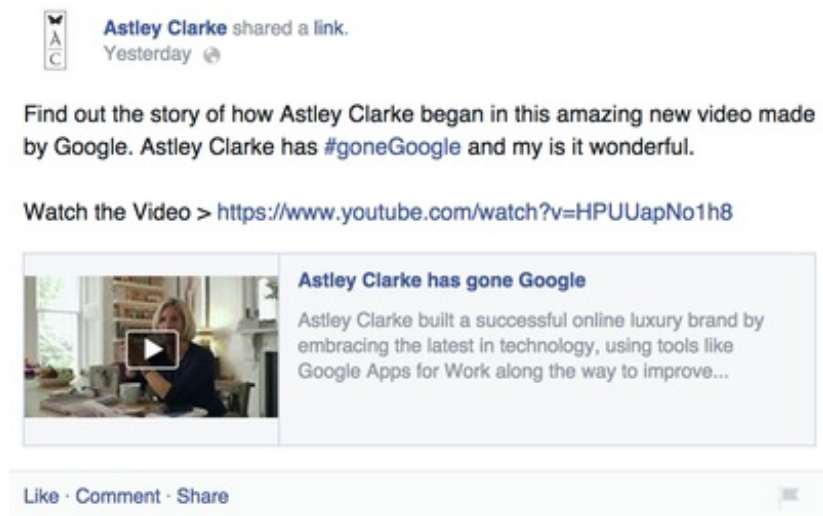
“This short film really showcases how we utilise modern technology, in this case Google Apps for Work, to work internationally, such as our creative director Lorna Watson sourcing the best gemstones in Jaipur,” she said. “This is something we have always done

as a brand and now it is made easier by the use of Google Hangouts.”

Gone Google

Google selected Astley Clarke as a case study for its “Google Apps For Work” initiative. The program is housed on Google-owned YouTube and offers businesses a library of informational and educational videos about how Google’s applications, such as Google Docs, Hangouts and gMail, can enhance practices.

The video works as a cross-promotion for both Google and Astley Clarke as it is consumer-facing and was shared by the jeweler on social media. By showing its own success from embracing technology available from Google, Astley Clarke is telling its own creation story while likely inspiring others to follow its example.



Astley Clarke shared a link.
Yesterday

Find out the story of how Astley Clarke began in this amazing new video made by Google. Astley Clarke has #goneGoogle and my is it wonderful.

Watch the Video > <https://www.youtube.com/watch?v=HPUUapNo1h8>

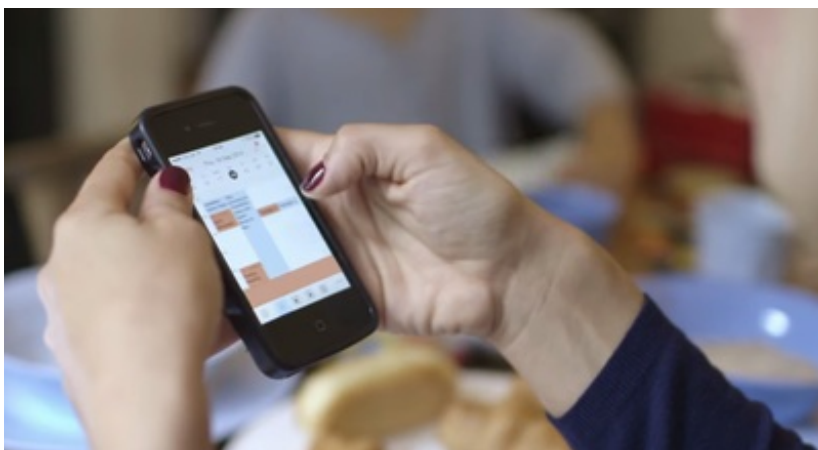
Astley Clarke has gone Google
Astley Clarke built a successful online luxury brand by embracing the latest in technology, using tools like Google Apps for Work along the way to improve...

Like · Comment · Share

Astley Clarke has gone Google post on Facebook

For the video, Astley Clarke takes the viewer through the design process right through the point of sale at one of its retail partners. Throughout the video there is a focus on Google Hangouts to link back to the technology conglomerate’s initiative.

The video begins with Bec Astley Clarke, the brand’s founder, explaining how she began the business in her apartment’s kitchen. As she is sitting with her children, Ms. Astley Clarke takes out her smartphone to scroll through her calendar before heading out the door and using gMail in a taxi and speaking with team members from her device while walking.



Bec Astley Clarke checking her Google calendar, video still

Ms. Astley Clarke notes that the use of Google Apps has been essential to her brand's success because it helps with internal communications since some team members are based outside of London. For example, Astley Clarke has a designer in Paris and its creative director Lorna Watson, who was in Jaipur, India, for the video, often travels for inspiration.

Ms. Watson explains that while she travels she relies on Google to work remotely and keep Ms. Astley Clarke up-to-date on raw materials sourced and ideas generated on the trip. In these cases, and for other company-wide meetings, Google Hangout is an integral part of Astley Clarke's business model.

Google Hangout's usage also extends to its retail partners. When new products arrive at retailers, such as British department store chain Selfridges, the sales associate and the brand can quickly, and remotely, discuss how the pieces are being presented in the display case.

Embedded Video: [//www.youtube.com/embed/HPUUapNo1h8](http://www.youtube.com/embed/HPUUapNo1h8)

Astley Clarke has gone Google

Campaign helper

Google's apps have been incorporated into consumer-facing efforts in the past to propel interactions.

For example, France's Guerlain invited consumers to virtually step inside its newly renovated Parisian flagship boutique with a guided tour on Google+ Hangout on Air Nov. 22, 2013.

The space, located at 68 Champs-Élysées, opened its doors on Nov. 23, 2013, for the first time since its renovation, making the boutique the largest beauty store in the world. Guerlain's unusual decision to introduce its new store via Google+ likely attracted worldwide consumers and displayed the minds at work behind the brand ([see story](#)).

Also, Estée Lauder Cos.' Crème de la Mer explored the beauty of the world's oceans with an interactive map function to generate conversation about conservation efforts.

Powered by Google Oceans View, consumers could explore the oceans where La Mer sources much of its skincare ingredients. While other beauty brands may take enthusiasts to a private garden or a secluded mountain region, La Mer's connection to the sea may resonate among environmentally-conscious consumers ([see story](#)).

The potential for Google's products also extends into the physical space through the tech conglomerate's devices.

As Google Glass becomes a sure reality and less a futuristic vision, Swiss watchmakers such as Alpina and Frederique Constant have worked the technology into their marketing strategies.

Google Glass will be used in more than 2,800 watch boutiques around the world to ensure that Alpina and Frederique Constant displays are presented to consumers in accordance with branded guidelines. Sales associates take photographs using Google Glass that are then uploaded to a shared database via an in-house iPad/Android application ([see story](#)).

Selecting a narrative centered on creation shows how Google's apps are incorporated into a business model behind-the-scenes.

"In order to properly tell our brand story, we felt it was important to tell the story of a piece of Astley Clarke jewelry," Ms. Cookson said.

"Every member of the team plays a crucial part in the process, whether that is Bec brainstorming the latest campaign, Sallie, our graphic designer in Paris, working on the latest lookbook or the team on the shop floor merchandising and selling the jewelry," she said. "To understand the journey of a piece of jewelry is to understand what we do and who we are."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/ZMggA_3SXbl](http://www.youtube.com/embed/ZMggA_3SXbl)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.