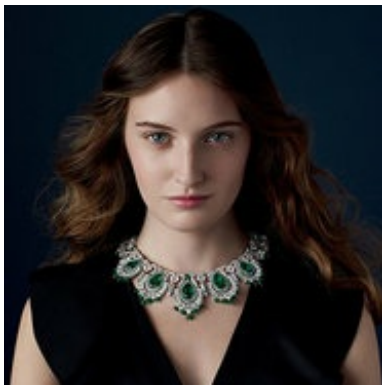


INTERNET

Van Cleef & Arpels creates e-catalog for increased online presence

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Van Cleef & Arpels necklace from online catalog

By NANCY BUCKLEY

French jeweler Van Cleef & Arpels is revealing its online catalog with various watches and jewelry items presented with in-depth information about the brand.

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The catalog provides consumers with more information than the Web site alone can offer. With this detailed online catalog, consumers will be able to learn more about products without leaving the Van Cleef & Arpels Web site

"The new magalog allows for much richer immersion in the brand experience than conventional catalogs or mailings," said John Barker, chief idea officer at [Barker Advertising and Interactive](#), New York.

"Under the direction of Richemont, Van Cleef has developed a remarkable signature around the Alhambra collection as well as its haute joaillerie, but their creativity and artistry extends well beyond the more recognizable motifs," he said.

Mr. Barker 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.

The e-catalog was created by **Same Same, but different** for Van Cleef & Arpels.

Light reading

The catalog emulates page flipping by scrolling down on the screen; the pages come in from the side of the site. The first page is a brief note from the president of Van Cleef & Arpels, Nicolas Bos.

Mr. Bos' text is accompanied by a image of a woman holding a book, the book's pages move in the image and there are two plus signs, one by her hand, the other next to her wrist. Once clicked upon the image changes to a zoomed in image of the jewelry she is wearing.

A brief description of the product appears along with a link to more information about the item.



Cover of catalog

The following page is a brief background on the history of Van Cleef & Arpels. Major events and products from the brand's 119-year history are mentioned.

A close-up image of diamonds being hand laid upon a piece that is in progress follows.

The Mains d'Or is the next page and it speaks about the creative process that is behind each item crafted by Van Cleef & Arpels. Five short clips play next to the description with jewelers creating a product. The steps of the creative process are shown in these clips.



Image from catalog

First, the design is drawn, then the size of the stone is determined, a three-dimensional mock-up is created and the stones are selected and manipulated and placed within the framework. The description and clips give a quick introduction to the behind-the-scenes of the production side of Van Cleef & Arpels.

The next page covers the style and inspiration of the brand and the collections that have embodied these concepts.

Continuing through the remainder of the issue, different products of the brand are highlighted. A brief description and images with the options to click on the products for a close-up view is available for every product in the catalog. Several collections are showcased throughout.

Also, Same Same, but different, the agency that helped to create the e-catalog, crafted a social video for the campaign.

Embedded Video: [//www.youtube.com/embed/P3TmcnZ8sZU](https://www.youtube.com/embed/P3TmcnZ8sZU)

Catalog's social video

On-the-go reading

Several brands have created digital catalogs, both online and in mobile applications to accommodate to the consumer who may not have time to read a physical copy of the catalog.

For instance, Swedish camera brand Hasselblad educated established and potential consumers on the use of its products through a new mobile application.

The Apple iPad app worked to “help photographers achieve their photographic potential” through educational touchpoints and product descriptions. Placing the information a consumer would receive from an in-store sales associate onto a mobile platform ensures that when questions arise, Hasselblad is able to assist regardless of time and location ([see story](#)).

Also, French jeweler Cartier added digital calls to action to its jewelry catalog by releasing the latest one via email.

The jeweler sent consumers on its list an email prompting clicks to the digital version of the new jewelry collections book. The e-catalog offered consumers touch points so that they can find each item on Cartier’s Web site, view additional details and pricing and make a purchase ([see story](#)).

Creating a digital catalog allows brands to add interactive features, a concept that is nearly impossible in a printed publication.

"The interactivity of this piece allows consumers to familiarize themselves with the wide range of jewelry and watches while framing that experience within the brand mystique," Mr. Barker said. "That’s critically important to supply context and communicate value just before the holiday buying season.”

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/jU-zL3cZgJM](https://www.youtube.com/embed/jU-zL3cZgJM)

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