

INTERNET

Boucheron touts design aesthetics to display watch's perpetuity

November 17, 2014



Boucheron's Reflet timepiece

By JEN KING

French jeweler Boucheron is reaffirming the timelessness of its men's Reflet timepiece among its enthusiasts.

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Using an email blast sent to newsletter subscribers, Boucheron introduced the heritage behind the Reflet watch to provide context for consumers who may be unfamiliar with the timepiece. As primarily a jeweler, Boucheron often focuses on its feminine jewelry designs, so expanding its efforts to include products ideal for men will help the brand find a balance.

"Product history is a really effective way to create distinction in marketing campaigns," said Duncan Hall, strategy analyst at [Siegel+Gale](#), London.

"Not only does it help the product carve out a unique position amongst its competitors, but it also engages the consumer with a story," he said. "Stories bring emotion to the fore and help to develop strong connections between a product, such as a watch, and a person.

"[This] will remind Boucheron's key audiences that their products are on par both technologically and creatively with icons they remember."

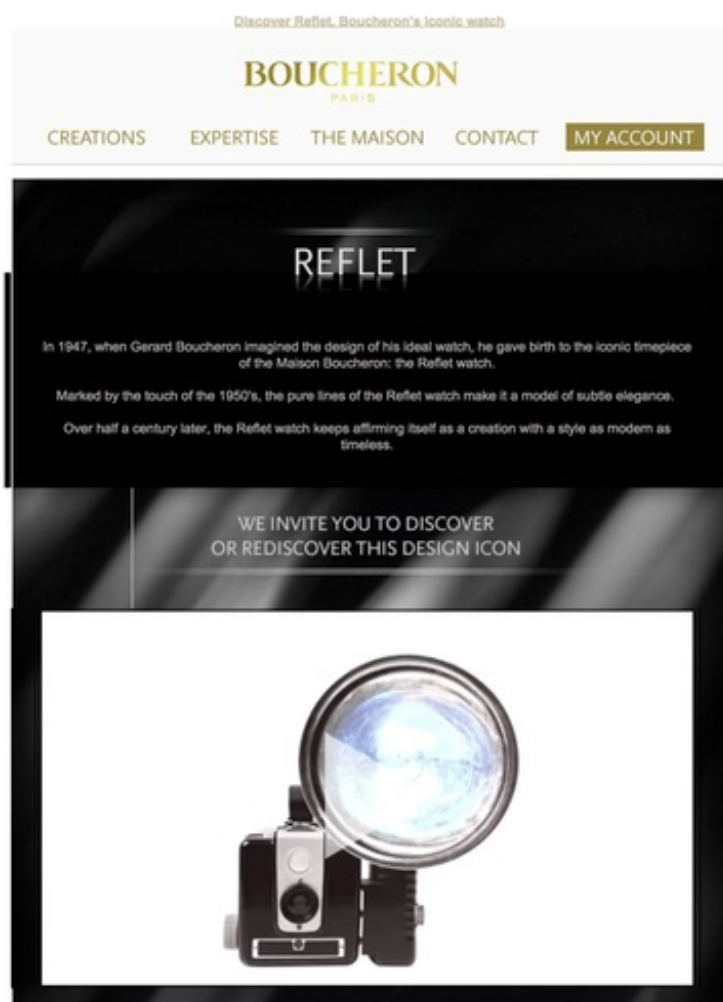
Mr. Hall is not affiliated with Boucheron, but agreed to comment as an industry expert. Kering-owned **Boucheron** was unable to comment directly.

Iconic

Boucheron kept the email subject line simple but direct, saying only “A design icon.” The straightforwardness and the fact that a collection or product was not named may have resulted in increased opens due to curiosity.

When opened, the email began with a short section of copy giving an overview of the Reflet watch. In the text, the consumer learns that the Reflet watch was created in 1947 by Gerard Boucheron, a descendant of the house’s founder Frederic Boucheron.

According to the email, the Reflet timepiece is “marked by the touch of the 1950s” with “pure lines” making it a “model of subtle elegance.” This section is followed by a statement stressing that more than 50 years later the Reflet is still relevant due to its modern style.



Boucheron's Reflet email body

Below, Boucheron speaks to both established and unfamiliar consumers by stating, “We invite you to discover or rediscover this design icon.” Using this phrasing helps the unfamiliar consumer not feel alienated due to lack of exposure to this particular aspect of Boucheron's collections.

In the frame below a GIF cycles through different scenes including a 1950s automobile, a

camera with a large flashbulb, a radio and its dials, architecture, a circular blue stone and a man standing on a ledge. Over the GIF is a play button that when clicked opens a YouTube page to begin the full-length film.

The video expands on the images shown in the email GIF and works to show the design similarities between innovations of the 1950s, such as cameras, radios and automobiles, and how those aesthetics are also weaved into the Reflet. The most drastic is the Reflet uses of lines on the case similar to the grill of the vehicle in the film and how the flashbulb resembles the watches' blue stone crown dial.

Embedded Video: [//www.youtube.com/embed/YWl7W0zGTog](https://www.youtube.com/embed/YWl7W0zGTog)

Boucheron Reflet, the story of an icon

Back on the email, a click on the “discover” prompt directs to Boucheron’s Web site and the Reflet product page. Here, the consumer can watch the campaign video, view product details and explore the full range of small, medium and large Reflet watches.



Reflet product page on Boucheron's Web site

His and hers

Although the Reflet is unisex, the Boucheron’s campaign targets male consumers through its imagery.

French jeweler Cartier, for example, examined its heritage while looking toward the future in a new social video, “Shape Your Time.”

Cartier’s video aimed to redefine the “limits of time” by highlighting its watchmaking skills. The brand’s social films tend to focus on its women’s jewelry, so this video indicated a ramped-up effort to attract male consumers ([see story](#)).

Promoting watches that can be worn by either gender has been popular lately as to not alienate consumers.

For instance, Switzerland’s IWC Schaffhausen debuted a timepiece collection geared toward both men and women to reflect current horology trends.

IWC’s Portofino Midsize collection was a first for the watchmaker, which acknowledged

that oftentimes the timepiece industry is predominantly skewed toward a male consumer base. The Portofino Midsize collection looks to amend that habit by appealing to the demand of both sexes for a smaller case diameter with a celebrity-studded campaign and wide style options ([see story](#)).

Beyond targeting a specific gender, Boucheron's 1950's imagery likely will appeal to an older male consumer.

"If older consumers had experiences with various cultural icons of that time period then they will feel a personal connection to the campaign, purely on the basis that the product reminds them of a particular era," Mr. Hall said.

"It is creating relevance," he said. "The Art Deco style of the watch has an artistic connection to a previous generation, which, even if an older consumer doesn't like, will signal a time they have a personal connection to."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/110AISFmfUg](https://www.youtube.com/embed/110AISFmfUg)

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