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## Frédérique Constant hosts lengthy Instagram contest

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Frédérique Constant's Austin Healey watch in rose gold

By STAFF REPORTS

Swiss watchmaker Frédérique Constant is hosting a continual Instagram video contest seeking its most passionate consumers.



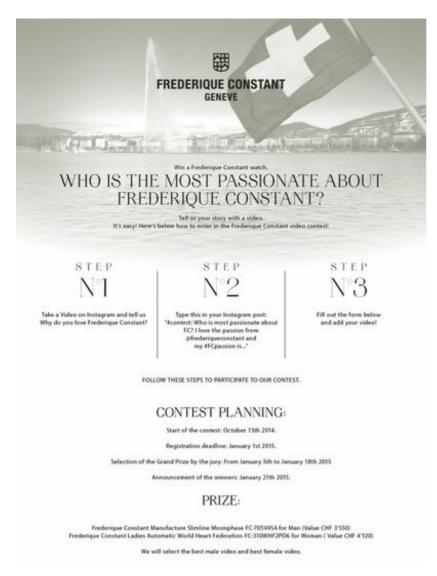
The contest began in the fall and continues until the beginning of the New Year. Frédérique Constant will likely see increased social media interaction from consumers during this lengthy contest.

## Prolonged Instagramming

Frédérique Constant opened the contest in October asking consumers to take a video on Instagram and describe why they love the brand.

Participants were requested to type "#Contest: Who is most passionate about FC? I love the passion from @FrederiqueConstant and my #FCPassion is..."

Consumers are also asked to fill out the form on the brand's Web site and upload their video.



## Contest rules

French fashion house Lanvin drew fresh attention to its winter campaign starring model Edie Campbell and her family with an Instagram contest that asked consumers to reflect on the concept of family.

The contest called for consumers to submit images of their interpretation of "family" for a chance to win a Lanvin Sugar Pearl Bag. Releasing the contest just before the Thanksgiving weekend will likely generate attention from the United States in particular (see story).

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