

INTERNET

Swarovski creates birthstone pieces for 2015

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Swarovski January Kris Bear

By STAFF REPORTS

Precision cut-crystal maker Swarovski will be releasing 12 limited-edition crystal pieces over 2015 for each month's birthstone.

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Each month's collection will be limited in its production and will feature the month's birthstone throughout the piece. The 12-month campaign will allow Swarovski to reach out to consumers with a personal item multiple times over the next year.

Happy Birthday

Swarovski will release the piece prior to the beginning of the month. The 2015 campaign will have 12 items, each with a different birthstone.

The initiative will draw attention back to the brand each month and intrigue consumers when their month's piece is released. Since the products are only offered online, the campaign will also bring traffic to Swarovski's Web site every month.



Kris Bear

January's birthstone collection was released and is a small crystal bear holding a heart made from red crystal.

Kris Bear is recommended for birthday celebrations or the birth of a new baby.

Other brands have focused on birthdays with individualized campaigns.

Earlier this year Anya Hindmarch focused on consumer birthdays by letting consumers create personalized, whimsical star charts to build momentum for the brand's planetary themed spring/summer 2014 collection.

On Anya Hindmarch's "What Planet Are You On?" microsite, users could find out their astrological signs and planetary chart at their time of birth and then share it with their social networks. Because this content is not specific to the brand, the test is of interest to more than just brand fans, giving Anya Hindmarch the opportunity to spread awareness ([see story](#)).

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