

INTERNET

Van Cleef lights up the night sky with peer-to-peer wishes

December 31, 2014



Van Cleef & Arpels' Midnight Planetarium timepiece

By STAFF REPORTS

French jeweler Van Cleef & Arpels is wishing its enthusiasts luck in the new year with an interactive microsite.

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Van Cleef's "Sparkles of Luck" allows enthusiasts to send "messages of luck in the stars" to loved ones. Peer-to-peer communication enables a brand to interact with its core consumers on a personal level while also streamlining potential engagements with those unfamiliar with its wares.

Look to the stars

To increase awareness for Sparkles of Luck, Van Cleef placed sponsored posts on Facebook in addition to sharing the initiative socially.



Van Cleef & Arpels

December 27 at 11:00am · Edited ·

Send wishes to your loved ones into a starry sky on Sparkles of Luck
#SparklesofLuck



Sparkles of Luck

Discover Sparkles of Luck by Van Cleef & Arpels, an interactive website to send messages of luck in the stars.

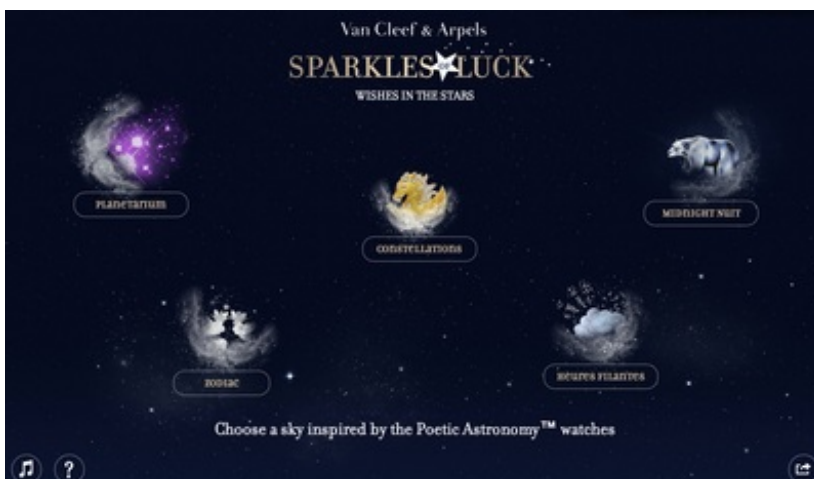
WWW.VANCLEEFARPELS.COM

Van Cleef & Arpels' post for Sparkles of Luck on Facebook

At the click-through, consumers are invited to “send wishes in the stars to loved ones” with a prompt reading “create a wish.” When the prompt is selected a new page loads to reveal five options: planetarium, zodiac, constellations, midnight nuit and heures filantes.

Text below tells the consumer that the five options were inspired by Van Cleef’s Poetic Astronomy collection, such as the Midnight Planetarium timepiece.

The next page asks the consumer to click to “draw your shooting star’s direction.” When an area on the screen is clicked, a shooting star moves across the starry landscape.



Sky options inspired by Van Cleef's Poetic Astronomy watches

Once a wish is entered into the field, the consumer can “move [the] cursor in the sky to find [their] shooting star.” When the finder in the center of the screen locates the shooting star, the consumer’s message appears made up of tiny little stars before twinkling out of sight.

The consumer can then share on Facebook, Twitter, Google+ or by email. Here, the

consumer also has the opportunity to explore the Poetic Astronomy collection of watches. Sparkles of Luck can be found [here](#).

Throughout Van Cleef's designs are good luck charms. The jeweler used its brand heritage to pique the interest of brand enthusiasts and general consumers unfamiliar with its inspirations through a microsite that generated eight-second messages of luck Oct. 7-23, 2013.

The "8-Seconds of Luck" microsite educated consumers on the jeweler's history of luck as well as promoting the reopening of Van Cleef & Arpels' renovated Manhattan flagship ([see story](#)).

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