

INTERNET

## Harry Winston invites social media fans to digital bridal unveiling

April 15, 2015



*"HW" diamond engagement rings*

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By STAFF REPORTS

U.S. jeweler and watchmaker Harry Winston sent an invitation via its Facebook page for its Bridal Showcase.

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**Luxury Daily**

This showcase was released with two short videos and hashtag #FindTheOne to unveil the jeweler's bridal ring options. Releasing an invitation to all social media followers for the unveiling creates the sense of community and entices consumers to come back for the reveal.

I do

Followers were invited to the Harry Winston Bridal Showcase on Tuesday, April 14. The first post on that day was a short, silent video clip that is on similar stationary as the invite and types out a quote from Mr. Winston.

This quote, "A good diamond is a possession to be prized for generations," implies that there is a diamond to be released after that post.

On April 15, the brand updated their cover photo to a picture of two rings and then a few hours after that a post with featuring rings that have an "H" and "W" within the design

symbolizing husband and wife.



### *Invitation*

The third post also includes a link that leads to the Harry Winston Web site to the page featuring these diamond rings.

Invitations campaigns can add an exclusivity to an event or release.

For instance, British luxury goods house Asprey touted the level of its craftsmanship through a private collection available by invitation only.

For the third time, Asprey created the Private collection, a capsule of goods that work to maintain its relationship with top affluent clients and show off its design aesthetics. By creating a collection that is only available by invitation, the retailer ups its exclusiveness while strengthening its established consumer relationships ([see story](#)).

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