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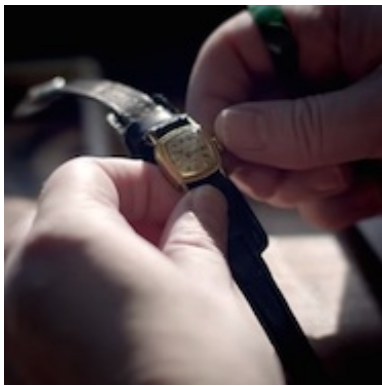
The News and Intelligence You Need on Luxury

Glashütte Original celebrates 250K guests at museum

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Glashütte watch from Time Traveler film

By STAFF REPORTS

Swatch group's Glashütte Original took one unsuspecting guest by surprise on the morning of April 28 as he arrived to the German Watch Museum Glashütte.

Andreas Kunze was visiting the museum for his birthday and entered as the 250,000th guest. Executives from the brand greeted Mr. Kunze in a celebration that focused outward on the consumers, fans and guests of the brand.

Surprise party
When Mr. Kunze arrived to the museum he was most likely expecting his birthday visit to be an ordinary museum experience. He was instead met with the CEO of Glashütte Original and the curator of the German Watch Museum Glashütte.

In May 2008 the museum first opened and since then has seen 35,000 people each year or about 3,000 guests a month, 750 a week and more than 100 every day.

Mr. Kunze's surprise

Guests from more than 93 countries have come to learn about the history of time and the development and transition of watchmaking industry.

Many luxury brands are keen on celebrating the millions of likes on social media, but celebrating the physical presence of fans and consumers creates a personalized, shareable story.

For instance, in June 2014, Italian automaker Ferrari celebrated 15 million Facebook fans with a social video offering enthusiasts a virtual ride in a LaFerrari.

The celebratory lap was driven by Ferrari's head of development test driver, Raffaele De Simone, and the video's perspective was from the passenger's Google Glass camera. Consumers may have felt appreciated by Ferrari's gesture, which may have increased engagement (see story).