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Luxury brands highlight royal relations by welcoming Princess Charlotte

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Dorchester Collection shared an image of Princess Charlotte

By KAYSORIN

Days after the highly anticipated birth of Princess Charlotte of Cambridge, luxury brands are taking the opportunity to congratulate the royal family on social media and present bespoke gifts to the new princess.

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The royal birth has become a highly anticipated event that is followed closely by people around the world on social media platforms such as Facebook and Twitter. By celebrating the momentous occasion, brands are ensuring that they stay relevant with consumers and participate in the online conversation.

"Brands that elect to produce and market products that celebrate the birth of a royal baby have a significant advantage to be called out or featured as a brand in magazines, PR, store displays, blogs, social media, especially in the England," said Rebecca Miller, CEO of [Miller & Company](#), New York. "Tourists, who follow and enjoy the royal family, will also be prone to buy related goods.

"Brands or businesses that have been supplying The Queen, The Duke of Edinburgh or The Prince of Wales, for five years or more with products, not services, may be put

forward for approval for a "Royal Warrant."

"The vetting process is carefully monitored as it now includes guidelines on business ethics and sustainability" according to Richard Peck, secretary of the Royal Warrants Association. However, once appointed, they may advertise royal patronage, affording them a revered appeal from both a national and international clientele."

Talk of the town

The Natural Sapphire Company of New York presented Princess Charlotte with one of her first official gifts, a sapphire, ruby and diamond-encrusted rattle with a retail value of \$45,000. The rattle's jewels are arranged to form a colorful image of the union jack flag, thus simultaneously celebrating the country's heritage.



 THE NATURAL SAPPHIRE COMPANY
THE AUTHORITY IN SAPPHIRES SINCE 1939.

Princess Charlotte's rattle is encrusted with precious gemstones

Dorchester Collection was one of the first brands to celebrate the arrival of the new baby, posting an image on Facebook of the Duchess of Cambridge, Kate Middleton leaving the hospital after giving birth. The Dorchester has a long history of being one of Britain's most famous luxury hotel, so it is fitting for the brand to align itself with the royal family.

The British luxury home and lifestyle brand Wedgwood also took the opportunity to celebrate the Princess, congratulating the Duke and Duchess on Facebook with an upbeat drawing of the popular Beatrix Potter character Roger Rabbit. The post will help remind Wedgwood consumers that the brand has many charming products that make the perfect present for new mothers or families decorating a home.



Dorchester Collection shared the iconic image of Kate Middleton holding Princess Charlotte

French beauty brand Guerlain also used Facebook to share its congratulations. The brand posted an image of a perfume bottle along with the hashtag #RoyalBaby, which is currently trending on Twitter and Facebook.

Using a popular hashtag and posting about the latest current events can help a brand stay connected with consumers. With the social media conversation moving so quickly, it is important for brands to participate in as many events as possible in order to stay relevant.



Guerlain was one of many brands to congratulate the royal family

Royal welcome

When Kate Middleton gave birth to her son Prince George in 2013, there was a similar flurry of activity online. Burberry, Harrods, Thomas Pink and other luxury marketers celebrated the birth of the Duke and Duchess of Cambridge's son through social media promotions to stay connected to consumers.

Immediately after the baby's birth, luxury marketers in Britain and Europe released special messages to welcome the new member of the royal family. Many brands aimed to turn the happy occasion into sales and exposure by being an active part of the royal baby conversation on social media ([see story](#)).

This year, some brands got involved ahead of time, participating in the excitement in the weeks leading up to the birth. For example, The Fairmont Royal York, Toronto offered guests a chance to win a royal baby prize package as anticipation for Prince William and Kate Middleton's newest addition.

Social media fans of the hotel were asked to email in what makes their baby royal. The contest partnered with American Girl dolls and online bookstore Indigo to add a fun, family-friendly twist to the build up for Prince George's younger sibling ([see story](#)).

The birth of Princess Charlotte is an exciting event for the nation and luxury brands.

"The royals have always been seen as trendsetters," Ms. Miller said. "Queen Victoria promoted the silk industry in London, a single garment that Princess Diana wore would make cash registers ring and the "Kate effect" is in full bloom around her fashion choices.

"When Prince George emerged for the hospital, the blanket in which he was swaddled recorded 7,000 orders in nine days representing a 600-percent increase. Ebay later sold them for twice the original price expanding the market further."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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