

COMMERCE

Waterford fetes Mad Men finale with drinkware

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Image courtesy of Lionsgate

By STAFF REPORTS

British crystal maker Waterford is looking to help fans of “Mad Men” commemorate the television show’s end by promoting its drink ware collection inspired by the drama.

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On May 17, in the hours leading up to the series finale, the brand sent out multiple emails showcasing its Mad Men-licensed collection and used social media to connect with avid followers of the show. These efforts likely appealed to devotees of Mad Men, as it offers them a way to retain a piece of the show in their own homes.

Memorabilia

Waterford varied its email approach, sending one that asked consumers to “raise a glass” in the subject line, while a follow-up message took a more straightforward angle, telling them to “shop the mixology Mad Men collection.”

On social media, the brand kept a countdown from May 15, telling consumers they could “keep the era alive” and “Recreate [their] own Mad Men moments” in separate posts.

After 7 seasons, the series finale of Mad Men airs tonight at 10/9c on

AMC. Keep the era alive with Waterford Crystal...

Posted by [Waterford Crystal](#) on [Sunday, May 17, 2015](#)

The collection, available via ecommerce on the click-through, includes decanters, double old fashioned glasses, highball glasses, an ashtray and pitchers, all in clear crystal with accents in gold or platinum. When conceiving the collection, Waterford incorporated period details.

Some of these pieces can be engraved, giving consumers the opportunity to make them a more personal momento.

Other luxury brands have aimed to reach a larger audience with collections inspired by popular culture.

Online retailer Net-A-Porter tapped “Hunger Games” costume designer Trish Summerville to design an exclusive collection based on “Catching Fire,” the latest movie in the franchise to capture the attention of fans of the popular films.

Ms. Summerville’s line, called Capitol Couture, was a new concept for luxury fashion brands who usually do not buy into movie cross promotions. Net-A-Porter treaded the fine line between commercial and high-fashion with this line to not dilute its brand ([see story](#)).

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