

INTERNET

## La Prairie provides digital “compass” to navigate Skin Caviar additions

August 26, 2015



*La Prairie's Skin Caviar Luxe Cream Sheer*

---

By JEN KING

Swiss skincare marketer La Prairie is expanding the reach of its signature Skin Caviar line through a new formula meant to appeal to a global consumer base.

**Sign up now**

**Luxury Daily**

Through digital communications, La Prairie offers its consumers a glimpse at its heritage through product touchpoints that are informative and intuitive to recreate the high-touch service one would experience in-store. As the lines between physical and digital continue to soften, a well-executed digital presence will allow luxury brands to seamlessly interact with global, affluent consumers accustomed to the best service.

“Skin Caviar is our most iconic collection in terms of image and business,” said Greg Prodromides, senior vice president, global marketing, **La Prairie**. “We have dedicated our efforts to extending its reach creating new texture and improved technology by way of the new Skin Caviar Luxe Cream Sheer.

“Our customers, both existing and forthcoming, wanted everything that Caviar represents, which is why we were very careful to keep the story the same, in a sheer version. They didn’t want to know that we created a new ‘Luxe Cream’, because it’s Luxe Cream that they

wanted,” he said. “They just wanted it to be more sheer and softer in texture so that they can experience Skin Caviar Luxe Cream any time, any place, any climate.

“Offering the sheer formula was a statement reflective of our global representation as a brand. We are sold worldwide and it represents our dedication and keen ear to our customer’s values, offering her the same iconic product wherever she is. It’s giving her the luxury of having options.”

#### Sheer luxury

The Skin Caviar Luxe Cream is a La Prairie pillar and now, in September, the brand will introduce Skin Caviar Luxe Cream Sheer. The new product will have a different texture than the original to meet demand among consumers looking for a lightweight formula namely in Asia.

Creating an update of a fan favorite comes with risks, but it is La Prairie’s hope that the new sheer version of Skin Caviar Luxe Cream will appeal to established consumers looking for a slight change as well as attention from a younger demographic.

To properly introduce Skin Caviar Luxe Cream Sheer to its audience, new and current, La Prairie created a content hub on its Web site.



#### *La Prairie's opener for Skin Caviar Luxe Cream Sheer*

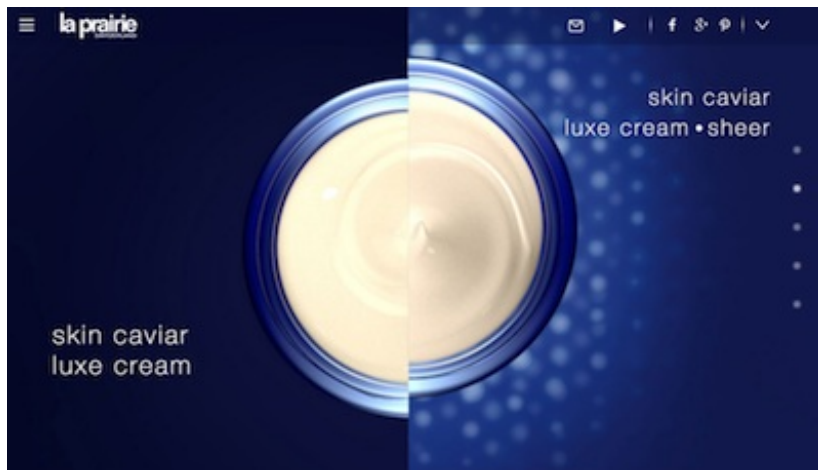
The latest products have prominent placement on La Prairie’s Web site with both Skin Caviar Luxe Cream Sheer and the redesigned Skin Caviar Concealer appearing on a top banner slideshow. A click directs to ecommerce, but for consumers interested in discovering more, a section below, titled “The phenomenon of skin caviar,” offers detailed information.

In the following section, “A new legend is born,” the product is introduced, allowing the consumer to watch a short film explaining the virtues of Skin Caviar Luxe Cream Sheer, while continuing to scroll expands on the video content.

The slide tells of Skin Caviar Luxe Cream Sheer’s lifting and firming qualities, as well as ingredients of caviar and La Prairie’s exclusive cellular complex. Additional slides tell of Skin Caviar Luxe Cream’s sheer formula that is “so weightless, you’ll wonder how it can deliver so much so effortlessly.”

La Prairie's marketing concludes with the statement, "Brand new. It's already a legend." The adjoining ecommerce page shares the retail price of \$430 for a 1.7 ounce jar of Skin Caviar Luxe Cream Sheer.

In the discover more section, consumers can explore other items in the Skin Caviar line including the namesake product. Here, La Prairie, using a simple yet effective tactic, compares the original formula and the Sheer adaption to help consumers make the most informed choice depending on her needs just as if she was at the beauty counter.



*Comparison tool on La Prairie's Web site*

"With physical and virtual retail blurring, and 'clicks' just as important as what goes on in 'bricks-and-mortar,' La Prairie understands that our business needs to cater to consumer demand anywhere and anytime," Mr. Prodromides said. "It is imperative we provide our consumer a high-touch, truly personal and seamless cross-channel experience – and of course that extends to digital.

"Our Skin Caviar digital campaign experience is an engaging and educational framework of discovery that delivers authentic content that has substance and a message that resonates," he said. "It also provides prospective and existing customers with the education necessary to make a purchase decision, either online or via other channels."

To continue its efforts to include consumers in all markets, regardless of skin tone and complexion, La Prairie has also updated its Skin Caviar Foundation collection to include 17 shades instead of the previous dozen. Priced at \$215 per 1 ounce jar, the foundation is another key way La Prairie is extending the reach of its products to emerging markets.

According to **Women's Wear Daily**, the expansions to the Skin Caviar line could result in a sales increase of 20 to 25 percent. It is projected that the sheer version of Skin Caviar combined with the new foundation will generate approximately \$100 million in retail sales during its first market year.

#### Digital storefronts

La Prairie has devised efforts that create immersive experiences and shoppable moments using digital as a catalyst to drive consumer engagement, regardless of her home market.

For instance, La Prairie expanded its global ecommerce presence by partnering with

cloud commerce solutions provider Demandware.

Prior to working with Demandware, La Prairie relied on a combination of hosted and on-premise platforms that limited what the skincare marketer was able to do. With a “cloud solution,” La Prairie has a consistent experience for consumers across multiple sites regardless of location ([see story](#)).

In the beginning of this year, La Prairie assisted in the consumer journey with the introduction of a Collection Discovery Tool.

Part of a then-recent update to La Prairie’s Web site, the Collection Discovery Tool brings the skincare maker’s customer service to a new level by digitizing the in-store experience. For many luxury brands, a pillar of white glove customer service is of the utmost importance and should also be reflected on the Web ([see story](#)).

“La Prairie stands for authentic luxury. Our products feature precious ingredients transformed by Swiss cellular science into age-defying perfection and showcase an artful expertise in formulation and packaging,” Mr. Prodromides said. “We uphold a passion and commitment to deliver the most exclusive, innovative and aspirational skincare in the world to our clients via high-touch service in-store and online.

“One of the most significant and impactful ways we do that is via telling the La Prairie story, encouraging our customers to become immersed in the world of La Prairie through various La Prairie moments,” he said.

“Much like our traditional homepage, the Skin Caviar content hub was designed to act as a ‘compass’ and provides a seamless journey of discovery for our visitors. It acts as an entry point to a multitude of content choices, videos and paths of discovery of the brand, its story and in particular, its icon, the legendary Skin Caviar Collection.”

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/stydVxlloO4>

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.