

INTERNET

## Van Cleef & Arpels dives into high-jewelry inspiration in Flipboard campaign

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*Van Cleef & Arpels Seven Seas campaign image*

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By SARAH JONES

French jeweler Van Cleef & Arpels is giving consumers an inside look at its oceanic-inspired Seven Seas high-jewelry collection through a Flipboard story.

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**Luxury Daily**

The brand is using the September issue of its “A Quest for Beauty” Flipboard magazine to compile imagery, multimedia and text about the line, allowing consumers to pick their own path of exploration. While Van Cleef & Arpels' high-jewelry is not available for purchase online, having this rich content experience may help spur in-store visits from consumers.

### Taking a journey

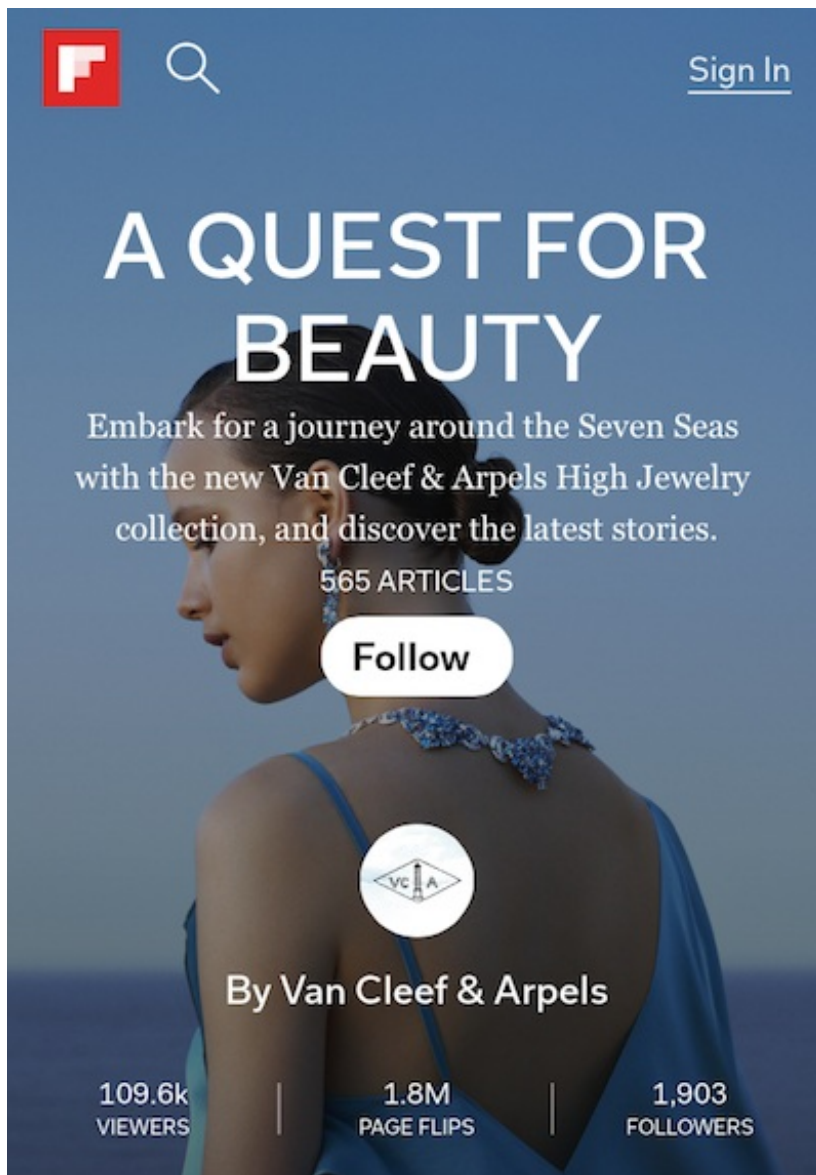
Last year, Van Cleef & Arpels combined its social media accounts into the jeweler's first Flipboard magazine issue for a seamless experience that promotes sharing and educates consumers about the brand's inner workings.

According to Van Cleef & Arpels, the jeweler introduced the first Flipboard publication on the social magazine application dedicated solely to the works of a high jewelry maison.

Branded magazines of all types are a popular trend among luxury brands and are used to expand awareness among dedicated consumers and entice unfamiliar individuals through curated content that highlights achievements, innovation and craftsmanship (see [story](#)).

For this issue, Van Cleef & Arpels led consumers to the Flipboard publication via other social channels, including Facebook and Twitter.

At the top of the Flipboard profile, Van Cleef writes “Embark for a journey around the Seven Seas with the new Van Cleef & Arpels high-jewelry collection.”



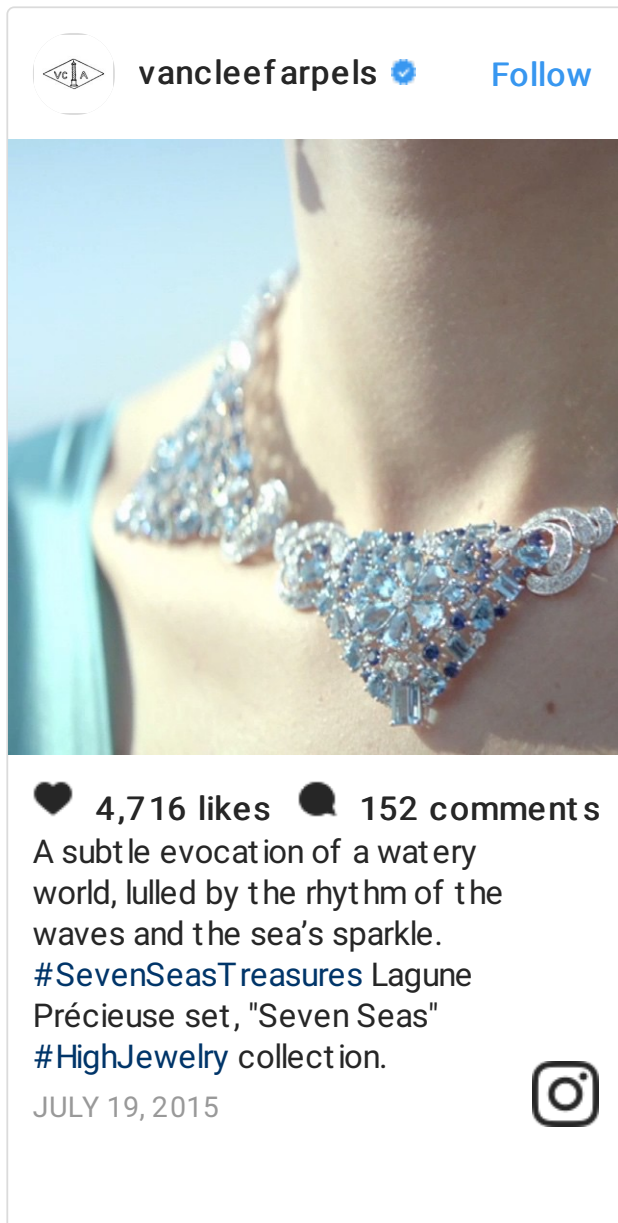
### *Van Cleef & Arpels Flipboard*

Below the introduction, the jeweler shares a story written by Suzy Menkes for Vogue. Consumers can click to read the article, which explains that the brand is the first to look to fashion seasons, creating a resort collection.

This is illustrated by the editor's own Instagram images, which also appear on the Flipboard.

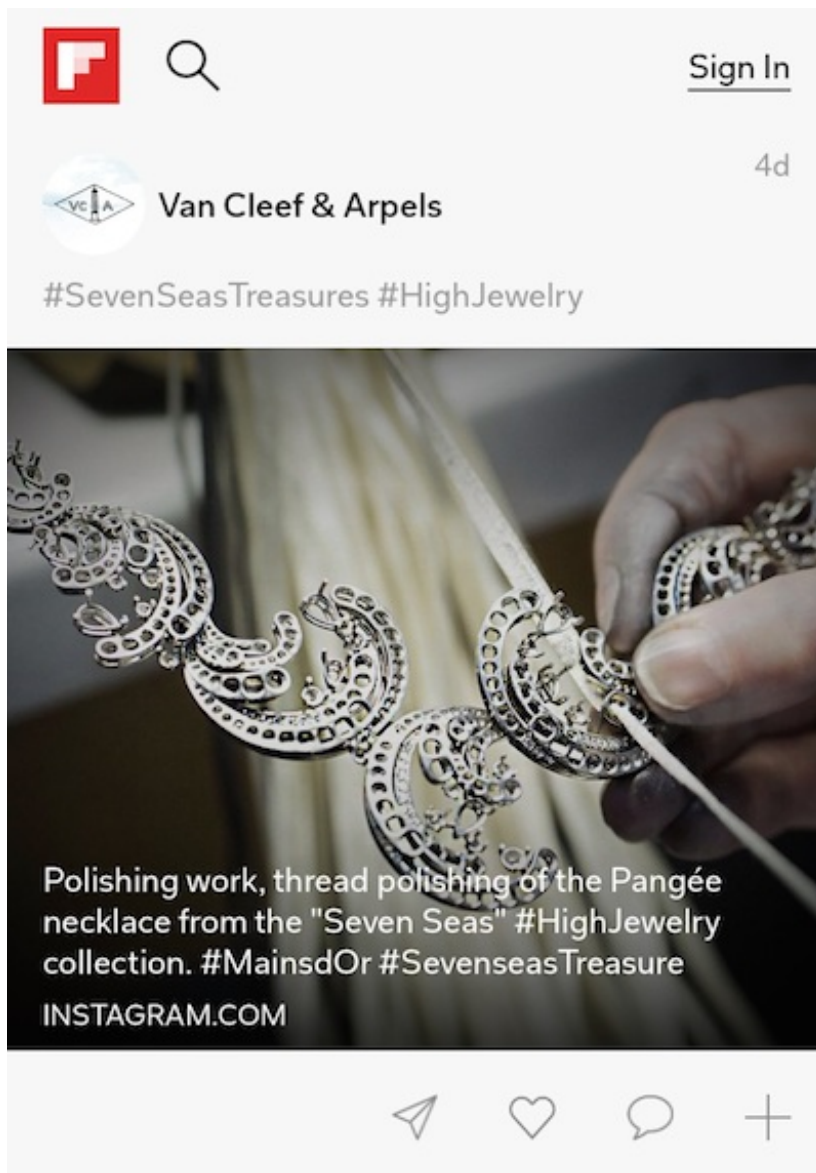
Further down the page is content from Van Cleef. A 15-second video, captioned “A subtle evocation of a watery world, lulled by the rhythm of the wave and the sea’s sparkle” shows

a model standing on the shore in a pale blue gown.



Other imagery includes shots of the water and close-ups of the pieces.

Below, consumers can view the handwork and process behind setting a clip, placing a sapphire or polishing pieces using thread.



### *Van Cleef & Arpels Flipboard*

Van Cleef & Arpels also delves into the construction of a pink flamingo bedecked necklace in a short film showing a model in pink, a flamingo herself. This is paired with the image of a rosy sky, with the caption, “The Mediterranean Sea, rich in legends, undulates beneath the watchful gaze of its protective guardians, pink flamingoes and sea fairies.”

Black and white pearls in a separate piece pay homage to a “crossing of the Black Sea by night.”

All of the content is sharable by Twitter, Facebook and email. If consumers use Flipboard, they can also “flip” the content to their own followers.

### Online unveiling

Van Cleef & Arpels has found ways to display its products to a digital audience in a memorable way.

For instance, the house celebrated the holiday season with a winter-themed microsite that encourages consumer participation.

As the consumer clicked through the showcase of three collections on this microsite, they

were asked to defrost jewelry pieces, make snow swirl and make fireflies dance. The interaction likely intrigued consumers looking to buy holiday gifts from Van Cleef & Arpels ([see story](#)).

Last year, Van Cleef & Arpels also embellished its fairy tale-themed social media release from earlier that summer.

The fairy tale was told on the brand's Web site and incorporated jewels throughout the tale. The use of a story to educate consumers about the brand can create a lasting memory of the products and a stronger connection to the brand ([see story](#)).

Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/mhz-raphffw>

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