

MULTICHANNEL

Lagos encourages personalization with debut of Black Caviar

September 23, 2015



Kelly Framel of The Glamourai for Lagos

By JEN KING

U.S. jeweler Lagos is redefining its signature Caviar motif through the use of ceramic beading to spotlight its innovations.

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Luxury Daily

The Black Caviar line uses sculptural and smooth ceramic Caviar beads in addition to settings with 18-karat gold and diamonds to reinvent Lagos' classic look in a fresh and modern way. By introducing a new product line that follows brand codes but offers consumers something a little different, Lagos will be able to appeal to wider consumer sect who may not have previously been familiar with its designs.

"Black Caviar is everything Lagos is about," said Amanda Willinger, vice president of digital and ecommerce at **Lagos**, New York. "Black Caviar represents Lagos' past, present and future.

"For over 30 years, Caviar has defined Lagos and represents the attention to detail and highest level of craftsmanship," she said. "Each piece of Caviar jewelry takes over 100 steps to create, beginning with a hand-drawn sketch by Steven Lagos, the brand's founder and creative director. Caviar is truly the creative backbone of the brand.

"Black Caviar is also right now. It's of the moment. Totally revamped with sculptural & smooth black ceramic beads. It took three years of research & development to create Black Caviar. This collection is graceful, elegant and refined. It's innovation but also a classic design that will never go out of style."

I did it my way

Lagos' original Caviar aesthetic was developed nearly 40 years ago by brand founder and creative director Steven Lagos. For Black Caviar, the brand created a completely new fabrication process over the course of three years to further conceive its new offering.

"Black Caviar is our future. Steven Lagos is an innovator and always exploring new ideas. He loves to experiment with texture, scale and color," Ms. Willinger said. "Ceramic has opened up new creative horizons with new color options and silhouettes. This collection has elevated Lagos' vision of bold femininity. However, this is just the beginning. There is much newness, craftsmanship, innovation and excitement forthcoming."

A main element of Lagos' Caviar line is the stackability of its bangle bracelets. Consumers are encouraged to mix and match bracelets from the Caviar collection to reflect personal style, rather than a set brand image.

Black Caviar builds off this notion in a fresh and modern way that elevates the "stacks" worn by fans of the brand. In a statement, Mr. Lagos explained that he sees "the Black Caviar bracelet as the missing statement from [a consumer's] wrist – a 'uniform piece, not a 'trend' piece."

Embedded Video: <https://www.youtube.com/embed/dFdqTjtd7tM>

Introducing Black Caviar

As with its preexisting lines, Lagos is positioning Black Caviar as being best placed with other Lagos pieces, such as its 18-karat gold, diamond and sterling silver options. But, the order and complexity of the stacked style is entirely up to the consumer, thus highlighting the brand's mantra of "My Lagos, My Way."

To bring this concept to life via digital marketing, Lagos is working with five fashion bloggers to show how Caviar, both the signature look and the new Black edition, can be incorporated into modern style.

For instance, Jenna Colgrove of "Visions of Vogue" showed off her My Lagos, My Way style by pairing a Black Caviar bracelet with a Caviar bracelet of sterling silver set against a printed black-and-white dress and grey fringe shoulder bag.

Similarly, Brooklyn Blonde's Helena Glazer paired Lagos' Black Caviar bracelets featuring gold and diamond accents with an all black outfit. Helena let her "accessories have the main focus" by pairing the larger Black Caviar bracelets with Lagos' more delicate bracelets and rings in solid gold.

Jenna Colgrove from Visions of Vogue showing off her Black Caviar

style! SHOP THE LOOK > <http://goo.gl/MTuLCM>

Posted by [Lagos Fine Jewelry](#) on [Friday, September 18, 2015](#)

Blogs House of Harper, 9to5 Chic and Viva Luxury took a similar approach to styling Lagos' Black Caviar by mixing the brand's most recent and classic pieces.

Also, Lagos worked with Kelly Framel of The Glamourai on a sponsored post as well as the lifestyle imagery that has accompanied Black Caviar promotions both on the jeweler's Web site and in email marketing efforts.

By using bloggers, Lagos capture the essence of its products, showing that although the five women are different and styled the pieces differently there is no singular right way to make Lagos your own.

Additionally, Lagos is holding a Pinterest-based social contest to encourage established consumers and fans of the five featured bloggers to begin their Black Caviar collections. For the contest, Lagos is using its recently developed "Wrist Social Soiree" Pinterest board where it has pinned themed images from decor to beauty reflecting the Black Caviar collection.

Consumers are invited to their "dream party" on the Wrist Social Soiree Pinterest board. Suggested images include decorations, food served and what Black Caviar pieces would be worn, all of which must include the #LoveLagos and #StackWithBlack hashtags to be considered.

Have you entered our Pinterest contest for your chance to win a piece of Black Caviar yet? Get your boards ready! Winners will be picked September 29! Get the details > <http://goo.gl/57AH3B>

Posted by [Lagos Fine Jewelry](#) on [Wednesday, September 16, 2015](#)

Lagos will select a winner on Sept. 29 and the winning Pinterest participant will receive a piece of the Black Caviar collection.

Ranging in price from \$450 to \$6,000, the Black Caviar collection includes a number of different bangle bracelets, necklaces, a ring and a pair of earrings.

Expanded appeal

The beauty industry has also developed blogger initiatives that capture the versatility of products. This helps ensure consumers that the products can be incorporated into their lives no matter their personal style.

For instance, French beauty brand Guerlain has partnered with seven influencers to show its cosmetic offerings to consumers in a more personalized and relatable fashion.

For the partnerships, Guerlain worked with [Style Coalition](#), a network that connects brands with influencers and bloggers to create branded content, to select Internet personalities that represent different ages, ethnicities and skin tones. By partnering with a series of women, rather than just one, Guerlain is able to give a better representation of its consumers and appeal to the wider audience at hand ([see story](#)).

Also, department store chains are increasingly partnering with fashion bloggers to promote new initiatives and publicize their stores.

Fashion bloggers often have a large degree of influence and many followers, making them the ideal spokespeople for high profile marketing campaigns and events. Retailers such as Bergdorf Goodman, Harrods and Bloomingdale's have recently partnered with a variety of bloggers to promote their products ([see story](#)).

Working with bloggers ensures a brand partner is being exposed to an established audience that finds inspiration in the fashions and accessories featured.

"Each of our bloggers is a tastemaker and has an extremely loyal base of fans and followers – that was a given. We looked at overall reach, geography and engagement with their audience," Ms. Willinger said. "However, what we were really trying to achieve was something a bit more intangible. Do they love Lagos? Will they style the product in a unique way that feels authentic to them?"

"We love that each of these women are strong, smart and stylish – which aligns closely with Lagos' defining values," she said. "Each woman also has a truly individual and personal style."

"For example, Ahn Sundstrom from 9to5 Chic epitomizes 'San Francisco Chic' – her style is classic and warm. Annabelle Fleur from Viva Luxury is Los Angeles to the core and has a very distinctly bold and luxurious style. Helena Glazer from Brooklyn Blonde is based in the epicenter of New York and brings to life an East Coast style and sophistication."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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