

MOBILE

De Beers captures women's brilliance in user-generated content app

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Behind-the-scenes with Karen Mok

By JEN KING

British jeweler De Beers has added a consumer-generated content aspect to its "Moments in Light" campaign to celebrate talented women.

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Now in its second iteration, the Moments in Light campaign includes a portrait series of talented women across industries to pay tribute to their individual accomplishments and is tied to a charity initiative for Women for Women International, an organization working to fund educational women's programs around the world. Now, De Beers is turning to its consumers to pay tribute to the everyday women that have made a difference in ways big and small.

"De Beers wants to enable all women - or men - around the world, to honor the women who have inspired them," said Jennie Farmer, brand director at De Beers Jewelry.

"We have been celebrating talented women through our Moments in Light program, which we started 2 years ago, to shine a light on inspirational women who are masters of their craft and through this program support women in difficult situations through Women 4 Women International," she said. "The next evolution was to expand the initiative so everyone can get involved."

For the social aspect of Moments in Light, De Beers worked with [Havas LuxHub](#).

Honoring brilliance

De Beers' social campaign is based around a Facebook application that allows its community of enthusiasts to honor women who have inspired them in their daily lives. The Moments in Light campaign was designed to celebrate the brilliance of remarkably talented women, just as the jeweler honors the light of the diamond.

On its Facebook app, De Beers encourages followers to select up to four women who have inspired them. These women can be friends, family, colleagues or even celebrities and muses that have been a source of personal inspiration.

The consumer is then invited to write a few words that sum up how amazing each selected woman is. When completed, De Beers will create a unique portrait for the consumer to be shared on social media.

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Join us in our celebration of Talented Women by highlighting the women who truly inspire you.

Posted by [De Beers](#) on [Monday, October 5, 2015](#)

As an aside, De Beers' app, since it is housed on Facebook, connects to the consumer's social network and does not give the option to upload an image from elsewhere, limiting a consumer's choice if the woman that has inspired them is not active on social media.

The app's introduction on De Beers' Facebook account has also inspired followers to leave descriptions of those who have inspired them in the comments section of the post. Many have mentioned, and tagged, friends and loved ones in addition to inspirational women such as Oprah Winfrey, Serena Williams, Agatha Christie and Maya Angelou.

In a statement, Ms. Farmer said, "By celebrating talented women we are both encouraging women to be proud of their own achievements as well as inspiring the next generation. The heart of our brand being fundamentally about revealing the brilliance of women and of diamonds [sic]. We hope that through this Facebook app that women can take a moment to recognize the women that inspire them every day."

De Beers recently honored the women featured in the 2015 edition of Moments in Light on social media and during events during London Fashion Week in September.

The second series of portraits shot by photographer Mary McCartney profiles architect Zaha Hadid, model/designer Liya Kebede, musician Diana Krall and actress/singer Karen Mok.



Moments in Light portrait of Zaha Hadid, photographed by Mary McCartney

De Beers gradually unveiled films to social media that showed the behind-the-scenes of the photo shoots and gave the faces a voice.

For instance, a profile of Ms. Krall begins with an introduction by Ms. McCartney, who explains why she saw a light in the jazz singer and pianist. Interspersed with footage of the musician posing, she talks about what it means to be recognized and supported by other women, mirroring De Beer's cause ([see story](#)).

Sources of inspiration

Inspirational user-generated content brings consumers together under a common cause, often with a charitable aspect. This approach humanizes a brand that to some may be out of reach.

While not charity-specific, Givenchy's Live Irrsistible photo application, also found on Facebook, encourages users to "join the irresistible movement" to "let [her] happiness shine." Givenchy created the app to promote its new fragrance of the same name.

The app includes text blocks with playful and inspirational mantras such as "Smile, it's cheaper than a pair of shoes," "Choose happiness" and "At least it's not Monday #Happy," among others. When a motto is selected it appears as an overlay on the image, which can be moved and scaled as the user sees fit ([see story](#)).

De Beers' introduction of the app will further the impact and effectiveness of the Moments in Light campaign.

"The Facebook app is so easy to use, and anyone can recognize women who have inspired them by using the app

and posting the inspirational women to their Facebook timeline," Ms. Farmer said.

"We hope that the message will be there are so many impressive women around the world who serve as an inspiration to others," she said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

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