

INTERNET

Harry Winston leads into 2016 with signature countdown

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Harry Winston Lily Cluster

By STAFF REPORTS

Jeweler Harry Winston is counting down to the new year by looking back on its most iconic motifs.

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The house is hosting "A Brilliant Countdown" for five days on social media, sharing videos as well as facts about some of their most recognizable cuts. When a new year is approaching, luxury brands often take the opportunity to recount their history.

Retrospective review

Harry Winston introduced its countdown on Dec. 26. As if in a jewelry box, the short videos are all set against a navy backdrop.

On Dec. 27, the brand traces its signature Winston Cluster, consisting of marquise, pear and round diamonds. After outlining the shape in gold, the diamonds appear within the animated setting.

In text, the brand explains that this cluster, with the stones set at different angles, captures the light hitting it from all directions.

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The Winston Cluster is a striking motif featuring pear, marquise and round brilliant diamonds set at varying angles to...

Posted by [Harry Winston](#) on [Sunday, December 27, 2015](#)

The following day, Harry Winston examined the Diamond Loop, made up of pear shaped stones. The pear, it explains, was a favorite of clients Elizabeth Taylor and Richard Burton, but the loop reimagines the classic cut.

Year-end celebrations are a time for moving forward and recounting the past.

Last year, French leather goods maker Louis Vuitton revealed insights to the house's secrets of the last year through its social media pages and blog posts.

The blog was set up like a microsite with its scrolling features and looked into Louis Vuitton's behind-the-scenes.

The "House Secret" blog posts likely created a nice connection between fans and the brand as 2014 came to a close and consumers looked toward their purchases for 2015 ([see story](#)).

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