

INTERNET

## De Grisogono weaves alpine fairy tale in online travel diary

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Image from de Grisogono's "Winter Tales in Gstaad"

By SARAH JONES

Swiss jeweler de Grisogono is transporting consumers to the snowy locale of Gstaad in the Bernese Alps through a social travel journal.

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Told in chapters, "Winter Tales in Gstaad" takes place at the Gstaad Palace, a hotel that dates back to the early 20th century, bringing followers along for the ride via videos, text and imagery. The second of de Grisogono's travel journals, this seasonal diary offers the jeweler an opportunity to connect with its audience in a more intimate way.

"There are places naturally associated with de Grisogono's lifestyle," said Gianluca Maina, global marketing and communications director at [de Grisogono](#).

"Gstaad is one of these as our retail presence there was one of the first ones, and as our boutique is located in the most important landmark of the ski resort," he said. "The inspiration came naturally as we wanted to share some of the glamorous and luxurious environment in which guests of the palace live."

Travel companion

De Grisogono's story is told via content on its Web site and social media.

In the first chapter online, "The Arrival," de Grisogono's Violetta speaks conversationally to the reader, wishing them a happy new year and inviting them to join her during her stay at Gstaad Palace.

Accompanying imagery shows a watch-bedecked arm ringing a concierge desk bell and a view of the Alps.

Chapter II, "The Ultimate Suite," introduces Violetta's lodgings with a video. The camera captures a woman relaxing in the penthouse, lounging by the fireplace, reading a book or throwing her earrings off in bed.

*de Grisogono - Gstaad 2016 - The Ultimate Suite*

Violetta's note to consumers describes her suite, from the "crisp white sheets" on the bed to the bathtub, which offers her views of the Alps.

The third chapter, "Cocktail Moments," looks at an aprs-ski gathering at the hotel's Lobby Bar. In a video, Violetta is shown leaving her room and heading down to the bar, where she meets up with some male companions.

Also included in this chapter is a note about the history of the Scherz family, which owns the Gstaad Palace. The

hotel opened in 1913, and has since become a go-to resort for affluent jet setters.

Ernst Andrea Scherz, who directed the Leading Hotels of Europe & Egypt from 1974 to 1989, as the collection became a global entity, has kept a set of matchbooks since the 1980s as a symbol of the family's association with luxury hospitality. Gstaad Palace joined Leading Hotels of the World in 1950, and today is the only five star hotel in Switzerland to remain family-owned.

"The Gstaad Palace is imbued with a glamorous elegance that transforms its guests," Mr. Maina said. "Every room and every area of the hotel is rich in history and transmits a unique feeling of natural and relaxed elegance.

"Several generations meet and celebrate under the same roof, which is quite unique as well," he said.

De Grisogono photographed the matchbooks editorially, with a woman's red lacquered hands covered in giant rings poised over the logos of the many hotels.



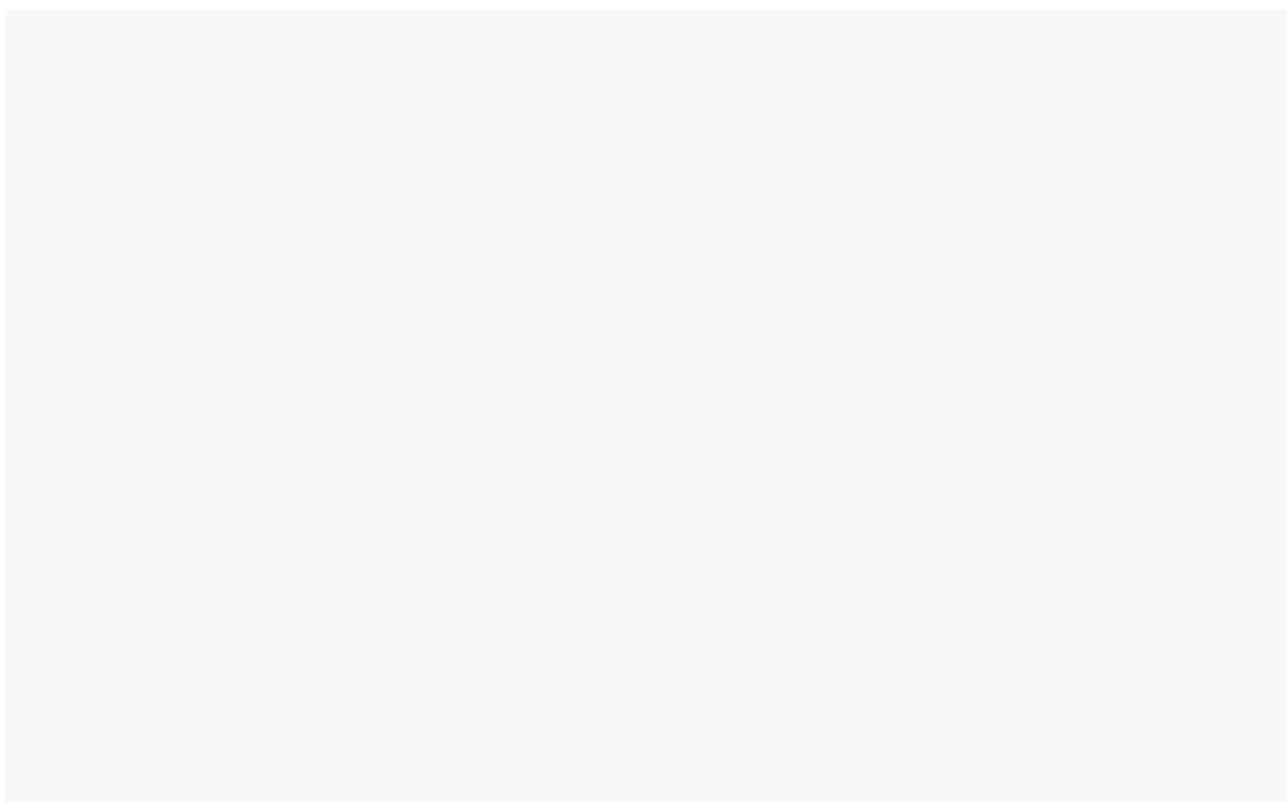
*Image from de Grisogono's Winter Tales*

The fourth chapter takes consumers to "the other side of the looking glass." In the "glam room," Violetta bonds with her girlfriends in the ladies' room as they touch up makeup, share laughter and conversation and snap selfies.

Two more chapters will be unveiled later in February.

Another article delves into de Grisogono founder Fawaz Gruosi's history with Gstaad, where he often winters.

On social media, Violetta again talks with consumers directly, asking them to weigh in on their opinions of her friends' watches or wishing them a good evening as she sets out for the night.





A video posted by de GRISOGONO (@degrisogono) on Feb 7, 2016 at 10:36am PST

Consumers can sign up to receive a digital black book of Gstaad via email, giving de Grisogono an opportunity to gain insights into who its audience is.

#### Personality profile

Other brands have used travel diaries to simultaneously delve into their heritage and show how their merchandise will fit into consumers' daily lives.

French lingerie brand Eres is using Instagram to explore how a woman would incorporate its apparel throughout the course of her day.

Housed predominantly on its Instagram account, the "#Jetlag in Eres" film diary, directed by Adam Neustadter, presents consumers with a perception of Eres' lifestyle and its loungewear, swimwear and lingerie categories. Scripting a narrative across posts on Instagram keeps the consumer engaged for longer and allows her to view Eres' campaign at her own pace and regardless of her international location ([see story](#)).

These blog-like content features can also help to build a personality around a brand.

American apparel and accessories designer Michael Kors improves personality visibility and brand experience through the editorially-based travel blog, Destination Kors, launched in 2011.

Consumers can find insider travel tips, follow the designer and founder Michael Kors on his trips around the world and discover his inspiration from destinations on the blog. This serves as the brand's transition into a lifestyle brand rather than just apparel and accessories ([see story](#)).

"As a brand with a strong lifestyle component we find it relevant and important to share exclusive moments with clients and fans of the brand," Mr. Maina said. "This generates emotional connections and allows us to tell stories around our products. Our fans and followers like to share and engage with us whenever we tell stories that are relevant and genuine, hence the importance of relating these stories to places where we have a strong presence.

"The tales of de Grisogono's exclusive locations started successfully with Porto Cervo, the brand's summer retreat, and will move on to other cities where de Grisogono has a relevant position," he said. "The Gstaad stories will continue for a couple of weeks, as Gstaad becomes the hot spot of the Alps in the coming weeks, and will end with the release of a special Black Book that will release a number of insights and advices for travelers to this destination.

"The tips include Fawaz Gruosi, founder and creative director of the brand, personal favorite places as well as a number of interviews and special addresses from prominent Gstaad personalities."