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Jordanov Vodka takes shot at luxury with Swarovski Crystal-encrusted bottles

March 10, 2011



By RACHEL LAMB

Jordanov Vodka is taking a shot in the luxury market by marketing its Swarovski Crystal-encrusted bottles priced at \$4,174.

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The German company is marketing itself throughout the Internet and at events, and is advertising to a young, fun crowd. The vodka comes in flavors such as citron, grapefruit, orange, currant, wild cherry and cranberry and has standard, deluxe, ultima and decadence versions.

“A luxury vodka not only focuses on a crisp taste due to selecting premium locations for the distilling of the beverage but also takes into consideration the packaging of the bottle and the story behind,” said Kimmie Smith, designer, style expert and founder/editor in chief of [Kitten Lounge](#), New York.

“Luxury vodkas tend to embrace a timeless story or a bottle that has significant shelf appeal well after it has been consumed,” she said.

Ms. Smith is not associated with Jordanov. She agreed to comment as a third-party expert.

Getting to know you

Jordanov is made with water from the Northern Isles and is demineralised for a softer taste.

There is a protective sheath inside of the bottle, which protects the vodka.

The bottles come in a variety of different styles and prices.



The vodka comes in many different flavors - this is orange flavored in an ultima bottle

The standard version, without any crystals, costs \$41.57 - \$48.65.

The deluxe version, with 1,400 crystals, costs \$ 104.26 - \$118.16.

The ultima version, with 8,000 crystals, costs \$137.63 - \$151.51.

The decadence version, with 8,000 Swarovski crystals, costs \$4,168.75.

Each of the three less expensive versions have different labels – black and platinum – that cost a little bit more than the regular price.

Marking its territory

Luxury brands are aware of the importance and influence of social networking. Since the brand is trying to reach a fun and young crowd, social media sites, where most young people congregate, is a good way reach the selected audience.

Jordanov has a Facebook, Twitter, YouTube and ecommerce site. Consumers learn about branded events and see images of other types of advertising such as out of home and print through the social media outlets.

Jordanov's Facebook page has photos from events, invites consumers to parties where the

drink will be featured, has welcome notes and is filled with information about the vodka that helps consumers get to know the brand a little bit better.

The brand's YouTube page has videos from parties where Jordanov was served, as well as promotions for upcoming events.

Footage from an Jordanov party

The brand's ecommerce site is bilingual, with brand information in both German and English. Consumers can browse for different flavors and versions of the bottles with easy-to-navigate tabs.

Because the brand is new, Jordanov should continue marketing itself to show its best attributes to a luxury consumer, such as focusing on its limited-edition bottles, which allows the brand to be a collection series and one that a connoisseur will look for when he or she is out, Ms. Smith said.

Additionally, spirits' roles are secured in the luxury sector by premium placement in the finest lounges, restaurants and popular events.

Private and exclusive events with affluent individuals adds heritage to the brand as it is beginning to establish itself while coming into the market, per Ms. Smith.

"Luxury spirits target those that are looking for more than just a well crafted blend of ingredients," Ms. Smith said. "They want to enjoy their beverages with all of their five senses and this brand does this by having a visually pleasing bottle that encourages you to purchase and collect it.

"By merging alcohol, fashion and art together, this product transcends the basic requirements of being a luxury spirit and redefines what it means in staying top of mind when it comes to making decisions on what vodka a person is interested in for an event or an intimate affair," she said.

“Luxury spirits also target those that are either fans of the intended category or those that are seen as people who are able to discern what's hot even if they are not as familiar on the category. It tells a story which is essential in debuting a brand as well as ensuring its longevity.”

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