

INTERNET

Harry Winston appeals to consumer sentimentality with wedding invitation

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Harry Winston's "Brilliantly in Love" campaign

By STAFF REPORTS

Jeweler Harry Winston is painting a portrait of a wedding day from the couple's perspective to show how its diamonds play an integral part in the demonstration of romantic commitment.

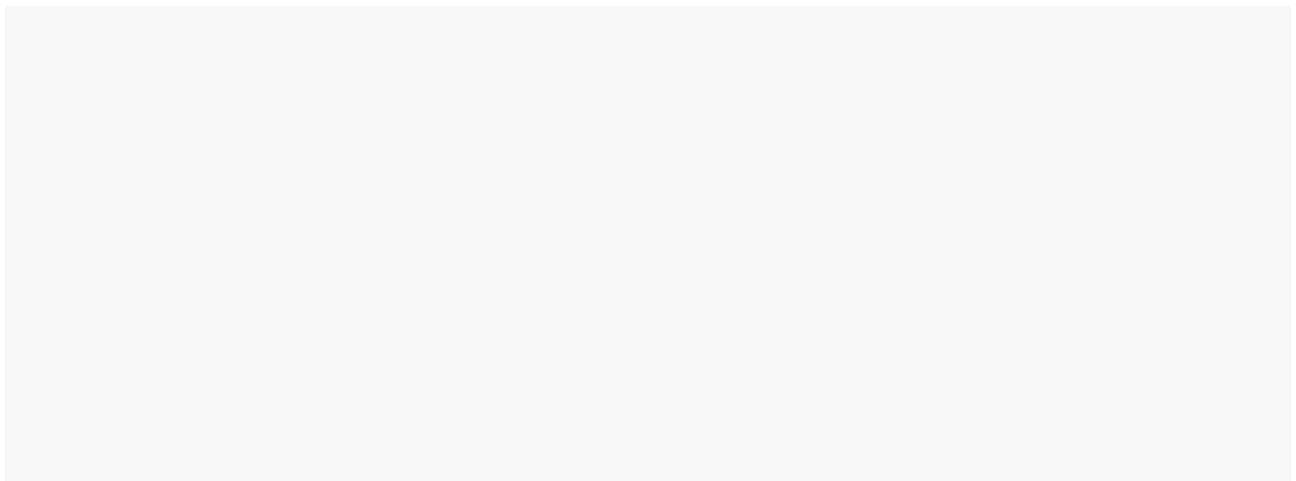
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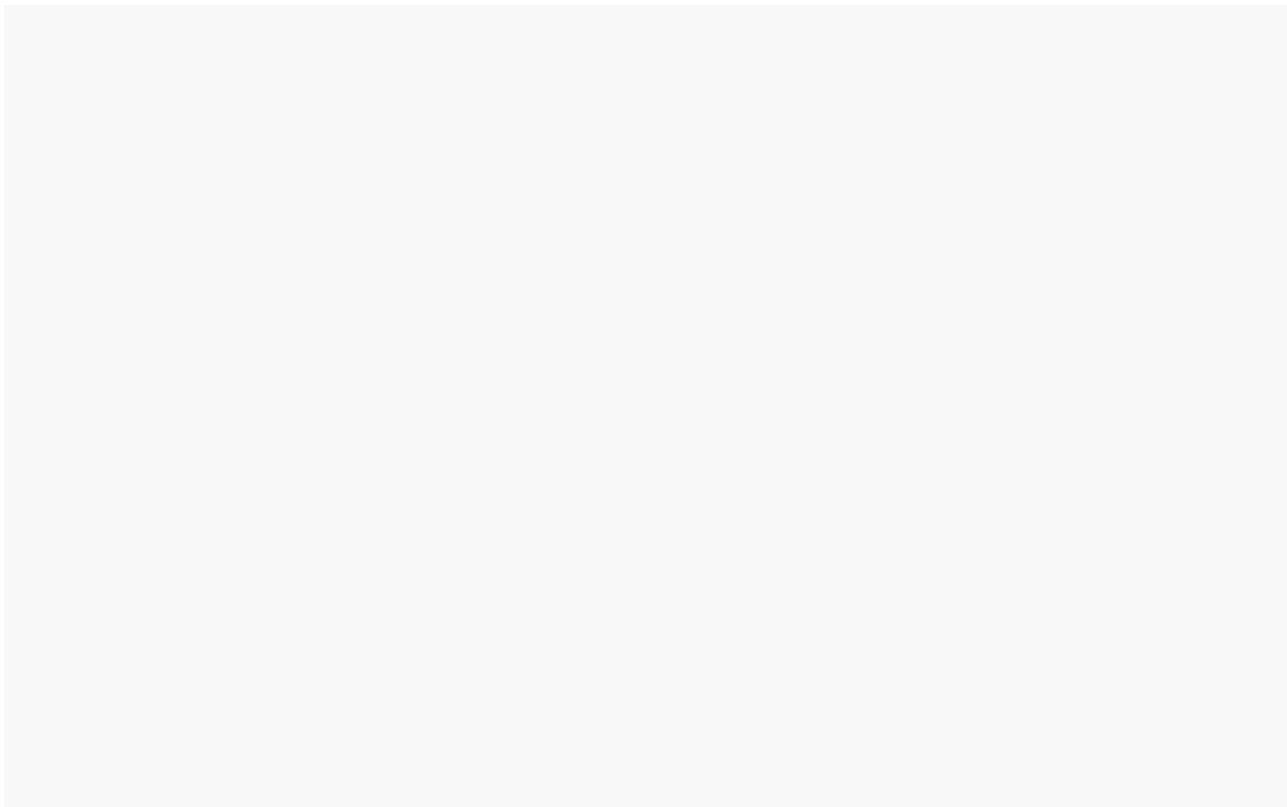
Allowing consumers to attend the virtual ceremony, the brand teased its "Brilliantly in Love" film with a save the date. For this effort, the brand refrained from creating a specific narrative, instead allowing consumers to identify with the characters as they celebrate their happy day.

Love story

Harry Winston created a series of posts leading up to the big day, April 4. Posts show imagery that resembles wedding album photography.

For instance, a close-up picture of a mom's hand resting on her daughter's shoulder is captioned with the daughter's words as she talks of how it feels to have her mother there with her. Next to a photo of the bride's parents, the bride says that the couple still looks like newlyweds and makes a wish that her own marriage will resemble theirs.





"On my #wedding day, I am so happy to have my #mother by my side. She has taught me how to #love truly, deeply and unconditionally." - #Bride #BrilliantlyInLove #HarryWinston

A photo posted by Harry Winston (@harrywinston) on Mar 31, 2016 at 9:52pm PDT

Harry Winston's film premiered on its Web site. The story is told without dialogue, allowing the actors' actions to speak for themselves.

It opens with shots of the bride and groom making last minute touch ups to their appearance, a look of hope in their eyes. They are joined by their friends and family, and after grabbing the Harry Winston wedding bands, the parties head for the altar.

The ceremony takes place, and after saying "I do," the rings are slipped onto the couple's fingers. The parting shot is of their clasped hands.

Brilliantly in Love

Harry Winston has previously brought traditional bridal customs to the online environment.

Last year, the jeweler sent an invitation via its Facebook page for its Bridal Showcase.

This showcase was released with two short videos and hashtag #FindTheOne to unveil the jeweler's bridal ring options. Releasing an invitation to all social media followers for the unveiling creates the sense of community and entices consumers to come back for the reveal ([see story](#)).