

JEWELRY

Swarovski, Karlie Kloss team for search-boosting UGC effort

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Swarovski has signed Karlie Kloss as brand ambassador

By STAFF REPORTS

Precision-cut crystal maker Swarovski has signed digital-savvy model Karlie Kloss as its latest brand ambassador.

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Ms. Kloss will replace fellow Victoria's Secret Angel Miranda Kerr as the face of the Swarovski brand. Acknowledging her "signature sparkle," Swarovski was attracted to Ms. Kloss' inspiring facets including her modernity, freshness, self-confidence and elegance, qualities shared by the brand's collections.

Sworr-off-skee

Ms. Kloss has made a name for herself in a variety of industries. She runs a popular fashion and lifestyle channel on YouTube called "Klossy," is the brains behind the Kode with Karlie scholarship, encouraging young girls to get involved with coding, and runs Karlie's Kookies, a nonprofit organization.

"Karlie is someone young women look up to – her use of social media makes her accessible to a broad audience," Nathalie Colin, creative director of Swarovski, said in a statement. "As a brand, accessibility has always been part of our DNA, and we take every opportunity to get closer to our consumers."

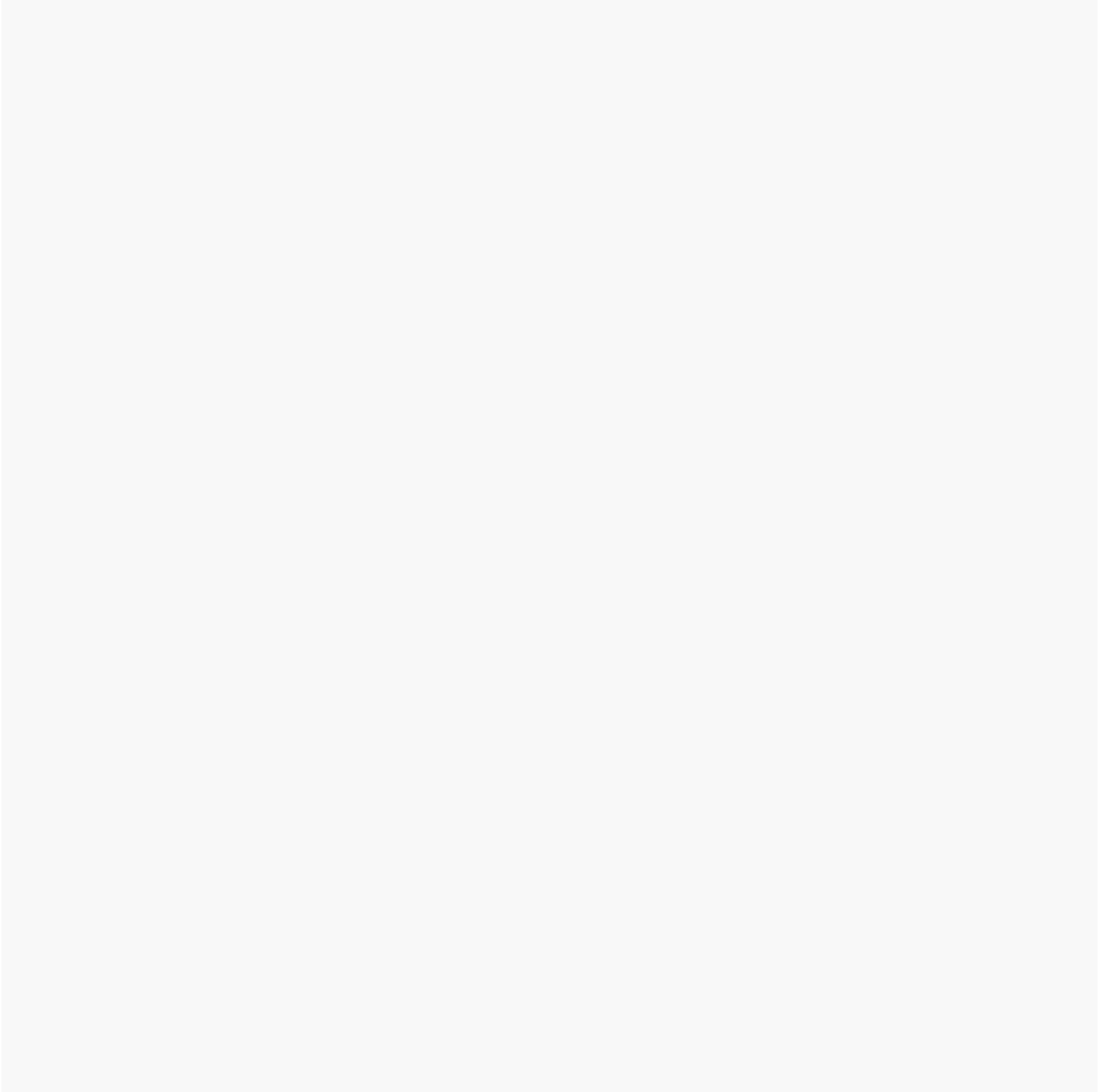


Karlie Kloss for Swarovski

"Karlie has an innate understanding of the digital world; we can't wait to leverage her creativity to share inspiring stories about our jewelry and capture those emotional moments in life," she said.

Keeping Ms. Kloss' digital prowess in mind, Swarovski drew inspiration from Google search insights for her first effort as ambassador. Through Google search insights, Swarovski found that its pronunciation is the top three global search topics for its brand.

With Ms. Kloss' help Swarovski then developed dedicated content for YouTube and the brand's social channels. The effort is quirky, lets Ms. Kloss' personality shine and will also assist in Swarovski in capitalizing on search demand.



excited to be the face of @swarovski #bebrilliant

A video posted by @karliekloss on May 24, 2016 at 9:01am PDT

Now that Ms. Kloss is a professional at correctly pronouncing Swarovski, shown through comical video vignettes as she learns, the model will teach others #HowYouSayIt. The social campaign encourages consumers to share videos of their pronunciation attempts to Instagram.

The videos will then be compiled on a video hub on Swarovski's [Web site](#) as a fun and inclusive way to help consumers master the pronunciation.

Many luxury houses are notoriously mispronounced, presenting brands with an opportunity to educate and be

playful with consumers.

For instance, French apparel and accessories brand Lanvin promoting its men's and women's winter 2013-14 collections through a short video that focused on the models' internal monologues about love, life and the pronunciation of the label's name.

In between talking about love and life, each of the models says their own pronunciation of Lanvin. One man, who has a British accent, says, "A lot of my English friends say Lan-vin" ([see story](#)).

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