

JEWELRY

Van Cleef & Arpels sets sail to introduce high-jewelry collection

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Van Cleef & Arpels's Noah's Ark-themed high jewelry

By STAFF REPORTS

French jeweler Van Cleef & Arpels is taking consumers inside Noah's Ark through an immersive exhibition in Paris.

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The brand tapped American set designer Robert Wilson to create a stage for its high-jewelry collection inspired by the biblical story. Before the exhibit bowed at Hôtel d'Évreux on Sept. 3, the jeweler took to Snapchat for a humorous first look.

Two by two

Van Cleef & Arpels teased its Snapchat story on its Instagram, sharing images of collection pieces along with sassy captions. For instance, along with two bejeweled turtles, the brand wrote, "Life has more sparkle when you come out of your shell."

The Snapchat story continued the animal puns, as consumers were invited inside the exhibit. First the house shared a glimpse of the experience inside the dark space, within which a constant video plays, mimicking the sea.

In close-ups of the jewelry cases within the display, the brand captures the pairs of animals. Two felines prompt the caption, "Let the cat out of the bag," while bears are enlivened with images of music notes and a nod to "The Simple Bear Necessities" sung about in Disney's "The Jungle Book."



Screenshot from Van Cleef & Arpel's Snapchat story

At the end of the story, consumers are invited to experience the exhibit first-hand until Sept 26. The display is open daily from 12 to 8 p.m.

The jeweler has previously used social media to include a larger audience in high-jewelry unveilings.

Van Cleef & Arpels engaged with its social media audience by unveiling a new collection solely on Instagram.

On June 27, Van Cleef & Arpels shared its new fairytale-themed high jewelry collection on Instagram through a series of posts. This likely helped the jeweler raise engagement and following of its Instagram account, while making those consumers who participate feel part of its inner circle ([see story](#)).

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