

JEWELRY

Harry Winston spurs offline purchases via shoppable Instagram platform

October 6, 2016



Image from Harry Winston's Like2Buy feed

By SARAH JONES

U.S. jeweler Harry Winston is making a connection between its Instagram content and its physical points of sale through a shoppable feed.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand, which does not offer ecommerce, is leveraging Curalate's Like2Buy platform to drive in-store appointments and product exploration instead of online purchases. Brands' Instagram audiences tend to be the most engaged, making this initiative a means to connect the brand's digital followers with its frontline staff.

"Curalate makes images and videos 'shoppable,'" said Apu Gupta, CEO of [Curalate](#), New York.

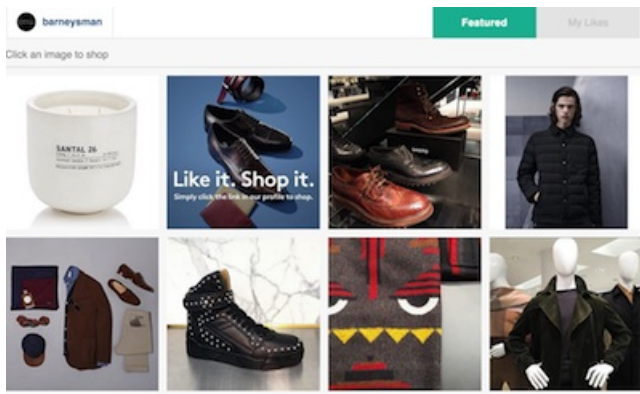
"However, shoppable means different things to different brands," he said. "For some it's about transactions, for others it's about moving people further down the consumer journey.

"Using Curalate Like2Buy, Harry Winston is connecting people from inspiration to information in an innovative way, and in doing so providing a great demonstration of how luxury brands can connect with consumers where they live today."

Internet to in-store

Like2Buy originated as a means of turning inspirational content into sales for brands. Since Instagram posts do not allow for hyperlinks within the captions, marketers have had to invent ways to take consumers from post to purchase.

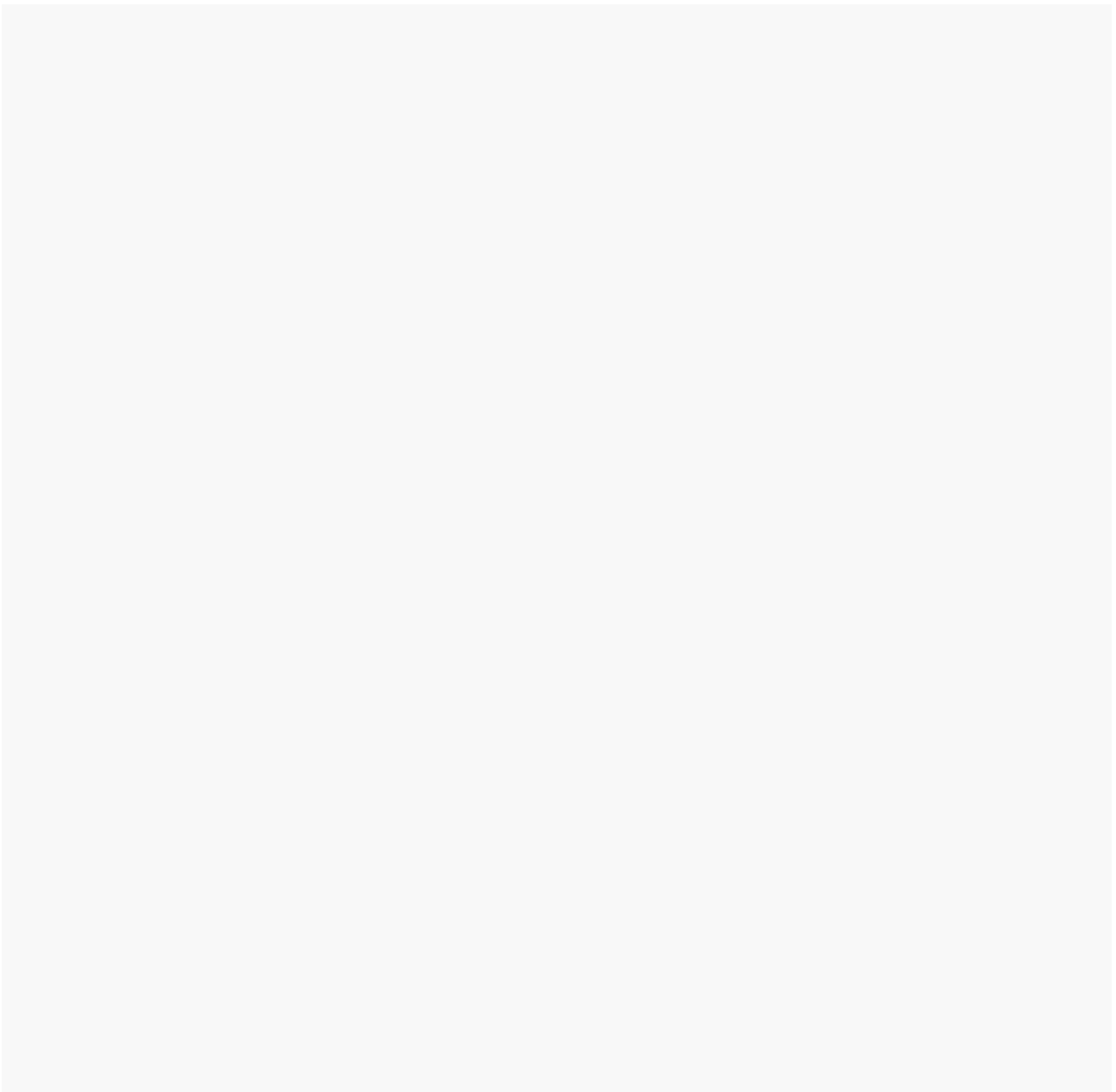
A number of luxury brands and retailers including Barneys New York and Marc Jacobs Beauty have used Like2Buy in an effort to create online conversions.



Barneys' Like2Buy feed

For those using Like2Buy, the solitary link allowed in the biography section of the account is devoted to a URL sending viewers to a Like2Buy shoppable hub. Individual posts can then include a call-to-action to click that link to learn more.

Each brand's Like2Buy page displays tiles of images previously posted, allowing consumers to click on a photo they like to navigate to the corresponding product page for an item pictured. If more than one item is pictured, clicking will first bring up separate links to each piece, allowing the shopper to choose which page to direct to.

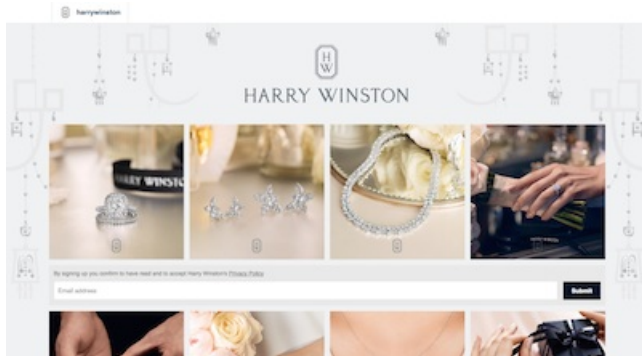


In a single moment, a dream transforms into the most brilliant reality. Discover the link in our bio. #HarryWinston
#BrilliantlyInLove

A video posted by Harry Winston (@harrywinston) on Oct 4, 2016 at 9:02pm PDT

Harry Winston has tapped the platform for a different function, instead sending consumers to non-shoppable product pages of its Web site.

The jeweler's Like2Buy-enabled posts mostly focus on its engagement rings, wedding bands and other romantic gifts, such as cufflinks and watches for men. These send consumers to product pages, where they can see a starting price and learn more about the style and the materials it is fashioned out of.



Harry Winston's Like2Buy platform

From this page, buttons enable the consumers to book an appointment via an online form or request a phone call or email from a customer service representative.

A post about the brand's bridal catalog directs clickers to a page about receiving the brand's newsletter, creating another point of interaction outside of ecommerce.

Harry Winston is not the only brand to have used Like2Buy for non-commercial purposes. For instance, Louis Vuitton uses the platform to direct consumers to content on its LV Now blog rather than sending them to an ecommerce page.

"Brands like Harry Winston use Curalate Like2Buy to connect people to more information about their products, which may not typically be things that people would purchase immediately online," Mr. Gupta said. "Conrad Hotels has used Curalate Like2Buy to inspire travelers with information about what a person could do with 1, 3 or 5 hours in the global cities in which they have a property."

Instant gratification

U.S. apparel and accessories label Michael Kors is improving social shopping with the relaunch of #InstaKors.

First launched in 2014, Michael Kors' #InstaKors is an innovative shopping program that allows the brand's enthusiasts to shop directly from its Instagram postings. One of the main pitfalls of Instagram is the inability to put hyperlinks within photo captions, which has limited conversions generated from the platform, but a number of brands have found intuitive ways to get around this challenge ([see story](#)).

Without an ecommerce option, digital marketing needs to provide a path for interested consumers to find out more information about products.

Richemont-owned watchmaker Roger Dubuis is guiding Chinese consumers to their ideal timepiece through an interactive WeChat campaign.

"Daring Partner" invites users to tap, swipe and shake their way to the Excalibur timepiece that is right for them. With more than 768 million users, WeChat offers luxury brands the opportunity to reach the digitally connected generation of Chinese consumers in an engaging way.

Since Roger Dubuis does not operate its own ecommerce, there is no option to buy directly from the experience, with the brand instead using the effort as a point of exploration ([see story](#)).

"We have seen Curalate Like2Buy become a large traffic driver for brands from mass to luxury," Mr. Gupta said. "Consumers today increasingly discover brands in numerous places, Instagram being one of them, and Curalate Like2Buy provides the most seamless path from inspiration."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.