

JEWELRY

## Longines taps local market influencers to spur intimate awareness

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*Longines' Symphonette watch*

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By JEN KING

Swiss watchmaker Longines has launched a social influencer campaign meant to heighten its typical print advertising efforts.

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Longines has entered a partnership with Modern Luxury magazine titles in key markets as well as an influencer tie-in that brings the collaborative effort to life. For the #LoveElegance campaign, Longines has selected three well-known individuals from the fashion and luxury space, who will then share sponsored content on their personal social media accounts in a bid for millennial generation attention.

"Millennials will have the potential to become the largest spending generation," said Roberto Villazon, founder/CEO of **Hi-gloss**. "Longines is looking to build brand equity for future generations to learn and aspire for the Longines brand."

"Part of the 2016 media goals for Longines include a significant increase in their digital media spending, going hand-in-hand with the launch of Longines United States e-boutique shop," he said. "As online luxury shopping continues to increase with younger consumers, Longines finds it imperative to invest in engaging the future luxury shoppers sooner better than later."

Miami-based Hi-gloss is **Longines** media agency of record as of May 2016.

Looking lovely in Longines

Longines' #LoveElegance is a fully integrated marketing program developed by Hi-gloss. The campaign effort includes multiple elements including an influencer program, social media activation and traditional print support.

For the campaign, three influencers were handpicked by the agency for their embodiment of Longines' lifestyle and positioning. In the Miami market, Sarah Arison, an arts and culture influencer, was selected.



*Sarah Arison for Longines, clipping from Miami magazine as seen on Ms. Arison's Instagram*

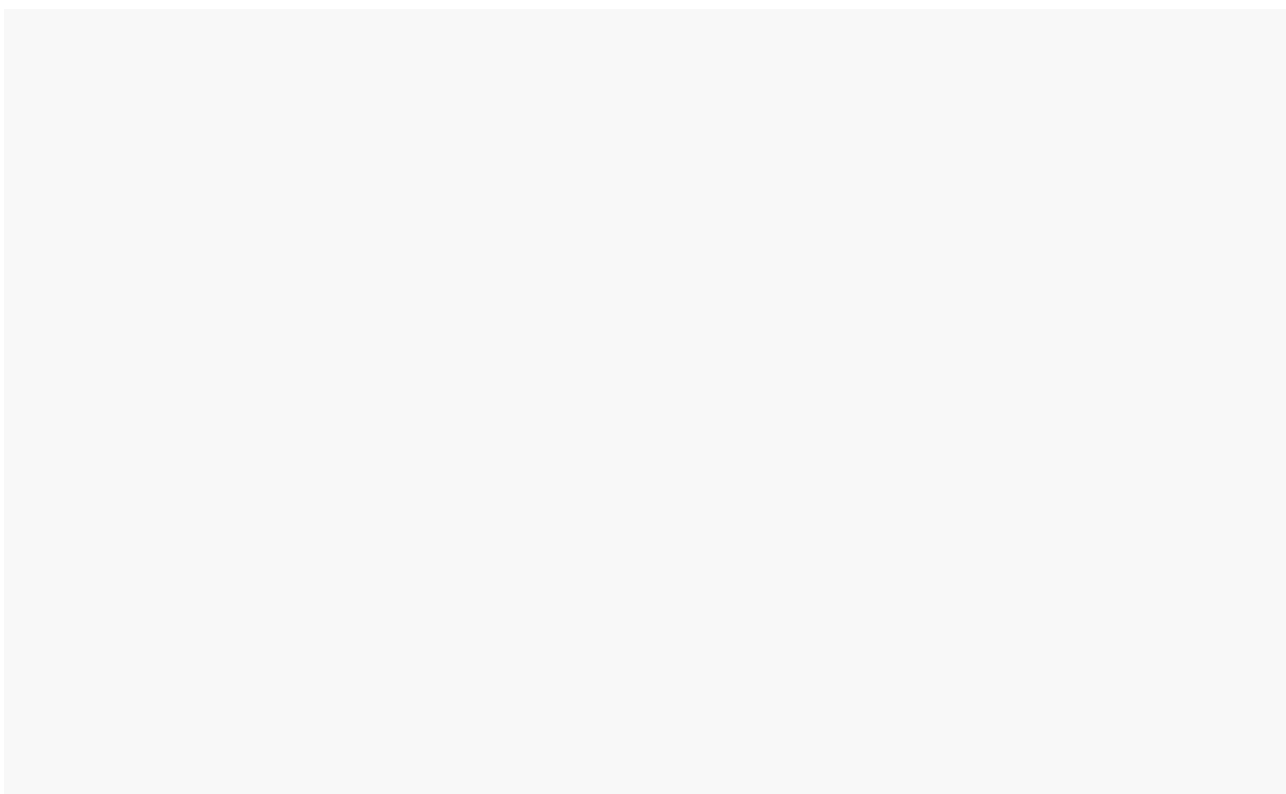
Representing Los Angeles is Lisa Adams, the owner of LA Closet Design, and for the New York market, popular men's fashion blogger Sam White was tapped to participate.


The three influencers have been featured in the Modern Luxury titles specific to their market demographic. For instance, Ms. Arison was featured in an editorial piece in Modern Luxury's Miami magazine, while Ms. Adams was seen in Los Angeles' Angeleno and Mr. White was included in Manhattan.

In addition to a personal blurb about each of the influencers' accomplishments, a side bar includes fall must-haves featuring Longines timepieces.

Modern Luxury titles often tap market-specific celebrities and nuances to interact, and pin point, luxury consumers.

The publisher, which operates nearly 70 publications in 19 markets, makes connections with local heroes by having an office and employees in every city in which it operates. Using these connections, the publisher can better understand the people on a specific, local level and thus market to them more effectively (see story).





#Repost @hi.gloss with @repostapp So excited about our partnership with @laclosetdesign and @angelenomagazine on behalf of @longines #angelenomagazine #modernluxury #laclosetdesign #addmoregloss

A photo posted by Lisa Adams (@laclosetdesign) on Oct 22, 2016 at 9:07pm PDT

Also, the trio will share photos of themselves wearing Longines products, gifted by the watchmaker, with their social media followings on both Instagram and Snapchat. Furthering cause for participation, Longines has pledged to gift its influencers with an additional timepiece when a donation is made to their favorite charity.

Consumer events have also been planned to bring the influencers' communities face-to-face with the Longines brand in a fun, memorable way. The events also have a philanthropic tie-in with a cause close to the influencer's heart.

For example, on Nov. 17, Ms. Adams will host the "Shop for Success" pop-up retail event in Los Angeles. Proceeds from the temporary storefront will benefit Dress for Success, a nonprofit that helps underprivileged individuals dress for interview opportunities. As part of its pledge of support, Longines will donate a watch to Shop for Success to raise funds for the organization.

"As a brand that believes in tradition and heritage," Mr. Villazon said, "Longines found it essential to convey the brand's mission through the influencer program by gifting a timepiece to each influencer's charity of choice."

Longines' #LoveElegance is part of the watchmaker's continued efforts to build awareness among a younger consumer demographic in the United States. Through its work with Hi-gloss, Longines' strategy is to move away from traditional advertising campaigns such as standard print placement to establish a 360-degree marketing initiative instead.

#### Power of community

The traditional luxury branding model is being challenged as consumers crave transparency and opportunities for participation from labels, forcing brands to let go of some control over their messaging.

This move away from exclusivity is evidenced in influencer marketing, in which brands trust handpicked individuals with desirable social media followings to share their story in their own voice, creating content that appears more authentic than brand posts. A recent white paper from Traackr, "Influencer Marketing: 9 Challenges for Luxury

Brands," lays out the key considerations when working with influencers, from selection to content production.

Influencers are skilled at connecting with followers through engaging content that resonates and has an effect on their decision making. If luxury brands create the right strategic relationships with individuals who are a good fit, influencers can be a key asset in digital media ([see story](#)).

The beauty and personal care sector have benefited greatly from this type of brand-influencer relationship.

Last year, for example, French beauty brand Guerlain partnered with seven influencers to show its cosmetic offerings to consumers in a more personalized and relatable fashion.

For the partnerships, Guerlain worked with Style Coalition, a network that connects brands with influencers and bloggers to create branded content, to select Internet personalities that represent different ages, ethnicities and skin tones. By partnering with a series of women, rather than just one, Guerlain was able to give a better representation of its consumers and appeal to the wider audience at hand ([see story](#)).

"Influencer marketing has allowed Longines to reach larger and younger audiences," Mr. Villazon said. "It has helped the brand integrate via social channels and relevant content through curated influencers in the fashion, luxury, arts, celebrity and philanthropic verticals.

"As Longines media agency of record, our ongoing strategy is to help the brand tell its story in a relatable format, making it personal and engaging," he said.

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