

JEWELRY

Swarovski runs video on Karlie Kloss' Klossy channel for authentic push

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Karlie Kloss for Swarovski, holiday 2016

By JEN KING

Precision-cut crystal maker Swarovski is speaking to millennial consumers this holiday season with a digital experience with model and ambassador Karlie Kloss.

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Swarovski announced Ms. Kloss' appointment with the brand in May as the replacement of the model's fellow Victoria's Secret Angel Miranda Kerr. 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 ([see story](#)).

"Karlie has a strong social media following and a very engaged fan base," said Yelena Aschberger, vice president digital communication, PR and events at [Swarovski](#).

"By hosting her original content on her own social platform, we reach a new audience while increasing the authenticity of the message," she said. "We will of course also feature the content on our brand Web site, after Karlie has revealed it."

Holiday prep

Since her appointment as the face of [Swarovski](#), Ms. Kloss has appeared in a number of branded campaigns and digital content.

For the 2016 holiday season, Ms. Kloss is featured in the two-part "#GiveBrilliant with Karlie Kloss" video series.

In Part I, Ms. Kloss talks about her loved ones and which Swarovski pieces are best for the members of her family and friends. The second part delves further into what gifting at the Klosses' entails and how Ms. Kloss includes a Karlie Kookie.

The videos show Ms. Kloss' personality as she attempts to wrap a cylinder-shaped cookie container. As the video concludes, she notes how Swarovski's gift boxes are attractive enough to be gifted on their own and tied with a bow.

Swarovski - #Givebrilliant with Karlie Kloss Part II

In addition to Swarovski's branded content with Ms. Kloss, the brand and its ambassador have partnered for a video housed on the model's personal YouTube Channel, Klossy. As of press time, Klossy counts a subscriber community of more than 530,000.

Titled "How to Prep for a Holiday Party | Karlie Kloss," the video, which has been viewed more than 100,000 times since shared Nov. 29, is not as overtly branded as the #GiveBrilliant effort.

The video begins with Ms. Kloss in bed when her alarm goes off at 7:30 a.m., with a text overlay reading "wake up early, but not that early." The following scene shows Ms. Kloss in front of a bathroom mirror as she puts on her makeup and fastens her bracelets and watch.

As the video continues, viewers see Ms. Kloss in her kitchen preparing to "bake up a storm." Realizing the task at hand, viewers then watch Ms. Kloss leave her apartment only to return with armful of Karlie's Kookie tins that she then places on baking sheets and gestures "shhh."

Scenes following show the model cleaning her apartment, wrapping party favors and setting music, before breaking into a silly dance as Drake's "Hotline Bling" plays and selecting a more appropriate holiday instrumental.

The last how-to step shows Ms. Kloss waiting for her guests to arrive, but falling asleep before anyone shows up. As Ms. Kloss sleeps her guests arrive to find no answer at the door.

How To Prep for a Holiday Party | Karlie Kloss

Swarovski's holiday effort is also extended to a holiday advent calendar. Starting Dec. 1, consumers can visit the advent calendar daily to reveal Swarovski gifts behind each blue box and a surprise from friends of the brand.

Enticing interaction further, Swarovski's advent calendar is activated with daily chances to win what's behind each blue box through Dec. 24.

"We are hosting a holiday gifting experience on Swarovski.com, which is built around our advent tree," Ms. Aschberger said. "Unique content is released on a regular basis throughout the holiday season featuring our diverse cast of influential talents along with Karlie, showcasing Swarovski's great gift items as well as the character of the brand.

"This all lives within our broader campaign #GiveBrilliant," she said.



Swarovski's Fantastic necklace from The Holiday Collection

Wrapped up in millennials

Swarovski is smart in working to cull the attention of the millennial population during the holiday season through its relationship with Ms. Kloss.

Millennials not only account for nearly a quarter of the U.S. population, but also represent a sizable portion of annual consumer spend, with yearly pockets as deep as \$200 billion.

In light of this generation's financial clout as well as the rapidly approaching holiday season, in which sales are predicted to increase 3.6 percent from 2015 it is important for retailers to think about meeting the needs of this critically important group of consumers ([see story](#)).

The authenticity of Swarovski's content created with Ms. Kloss may assist in tapping into this segment of the consumer population.

"Millennials are an important audience group overall," Ms. Aschberger said. "They are connected, influential in their peer groups and very media savvy.

"The key to winning their attention during such a busy, and cluttered period is to deliver something unexpected and appeal to their genuine interests, rather than just a hard sell," she said.

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