

JEWELRY

Jaeger-LeCoultre opens up inner workings during Reddit AMA

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Jaeger-LeCoultre Master Memovow timepiece

By STAFF REPORTS

Swiss watchmaker Jaeger-LeCoultre is responding to the growing need for transparency in luxury with an Ask Me Anything Session on Reddit.

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On Dec. 6, CEO Daniel Riedo joined the message board platform on the self-titled "front page of the Internet," answering users' questions about everything from running the brand to his personal preferences in watches. While not a social network that many luxury brands have embraced, Reddit has an established community of watch enthusiasts who gather in a subreddit on the topic, giving Jaeger-LeCoultre a built-in audience for its event.

Question and answer

The watches subreddit currently has 112,000 subscribers, who post about their own collections and seek out each other's expertise.

Gathering both the platform's existing audience and its own social community, Jaeger-LeCoultre promoted the AMA leading up to its launch on its Twitter and Facebook.

During the AMA, Mr. Riedo addressed his passion for timepieces that started long before joining Jaeger-LeCoultre, as well as some of Jaeger-LeCoultre's recent developments in watchmaking and marketing.



Jaeger-LeCoultre promotional image for Reddit AMA

While most were appreciative of the CEO's answers, at least one commenter voiced disapproval at a perceived shallow answer, writing, "Reddit users can be a bit more aggressive about this not just being a place for C suite executives to get some free advertising with cocktail party level answers."

A highly interactive platform, Reddit enables brands to converse on an equal level with their fans.

Department store chain Nordstrom was among the first luxury brands to create its own Reddit username and community.

The social media platform creates a space for individuals to hold discussions and vote upon topics. Nordstrom has created a Reddit likely to create consumer interaction beyond Facebook likes, tweets and Instagram photos, and the nature of Reddit will allow the brand to hold conversations with its consumers about directed topics ([see story](#)).

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