

FRAGRANCE AND PERSONAL CARE

La Prairie turns Instagram account into digital Swiss art exhibition

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La Prairie's Infusion of Light exhibition

By DANNY PARISI

Swiss skincare maker La Prairie is celebrating the launch of its new product, White Caviar Illuminating Pearl Infusion, with an Instagram takeover from six Swiss artists.

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The artists will be in control of the brand's social media page, showcasing their own works that La Prairie feels are an artistic reflection of the aesthetic the new product is going for. In addition to promoting the brand, La Prairie wanted to highlight the art and artists of its home country.

"We collaborated with these artists in particular for several reasons," said Florent Canepa, global communications and PR director for **La Prairie**. "Mainly for their specific and interesting work around light that mirrors the benefits of our White Caviar collection.

"Beyond that, we decided to partner with artists who have very diverse background and influences," he said. "Some are well established, others are on the rise in the contemporary arts world."

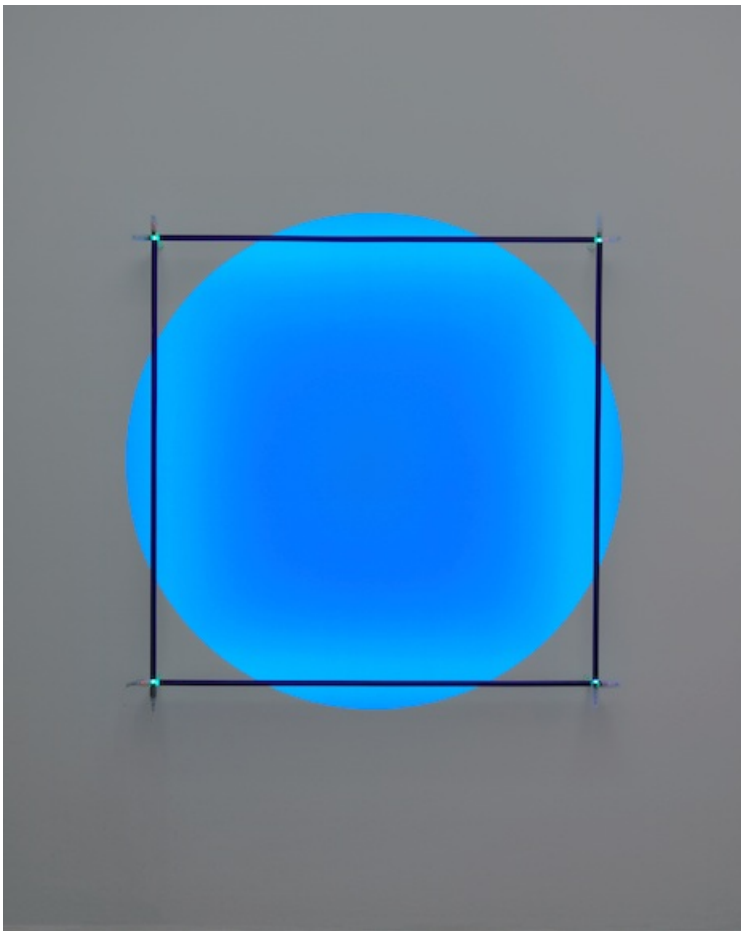
White Caviar

With the release of its new White Caviar product, La Prairie tapped six prominent Swiss artists for a project called Infusion of Light.

To celebrate the new product launch, these six artists are being tasked with taking over the brand's Instagram page and turning it into a display for their own art as well as La Prairie products.

The brand refers to this as a kind of "digital exhibition," using their high-profile social media space as a showcase both for the products themselves and for contemporary art from Switzerland.

The six artists are Jacques-Aurelien Brun, Christian Herdeg, huber.huber (Reto and Markus Huber), Zilla Leutenegger, Ugo Rondinone and Manon Wertenbroek.



A piece by Christian Herdeg

In addition to picking artists whose aesthetics lined up with both the brand and White Caviar, La Prairie also wanted to highlight underrated artists from Switzerland as a tribute to the brand's birthplace.

"We wanted to highlight Swiss artists," Mr. Canepa said. "Switzerland is where our brand is born and sits today and we wanted to pay tribute to this exciting art scene."

These artists run the gamut from high-profile and respected artists with long careers to fresh new names who are recent arrivals in the Swiss art scene.

Later this year, La Prairie will continue its artistic efforts with a partnership with June's Art Basel in Basel, Switzerland.

Infusion of light

By turning over its Instagram account to a series of artists, La Prairie is playing with some of the hotter trends in social marketing right now, namely the use of influencers as promoters for the brand.

Notably, rather than beauty bloggers or celebrity ambassadors as brands might normally turn to, La Prairie has tapped fine artists, putting a high-class spin on the familiar influencer marketing campaign.

Enlisting the help of outside talent, especially on social media, is a valuable tool, especially as customers more frequently turn to influencers and individuals for their lifestyle content over designers, which was exemplified at New York Fashion Week this year.

"Letting go control of your marketing message, especially something as intimate at Instagram isn't an easy decision for a luxury brand," said Marie Driscoll, CEO of [Driscoll Advisors](#), New York. "On the plus side, you can hire individuals that better understand the nuances of the medium and the lexicon, however, social media acumen doesn't replace brand knowledge and brand strategy, which must be foremost and then adapted to the medium."



La Prairie's White Caviar product

Plus-sized model and social media influencer Iskra lead the way for the top content coming out on Instagram from New York Fashion Week, as influencer content saw the most engagement well beyond designer content, according to a report from Chute ([see story](#)).

Other brands turning to Instagram for product promotion include Chanel, which turned a standard Instagram campaign into an interactive scavenger hunt earlier this month.

Chanel's official Instagram account shared an image for its Coco Mademoiselle campaign that is comprised of three different ad photographs in an effort to be mysterious. Fans must click the tags to see the full images revealed and discover the different facets of Coco Mademoiselle ([see story](#)).

These examples show the ways that luxury brands are tapping Instagram for unique promotional content, as well as how they put their own spin on standard influencer marketing models.

"La Prairie is wise to ignore beauty bloggers and/or influencers and opt for artists," Ms. Driscoll said. "Already a strong association exists between the brand and the science of skincare, this campaign will enrich the brand in a qualitative and softer way.

"Fine art is more in the spirit of luxury brands and should prove to be more long lasting than a beauty blogger."

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