

JEWELRY

John Hardy, Sjl skincare team for Mother's Day gifting, in-store activation

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John Hardy has created a Mother's Day edit on Instagram and its blog

By STAFF REPORTS

Jeweler John Hardy is assisting consumers shop for moms ahead of Mother's Day with an in-store partnership.

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The Balinese jeweler has partnered with Sjl skincare for a complimentary gift with purchase and in-store treatments at the John Hardy boutique in New York's SoHo. Gifting can be a daunting task, but brands work to make the responsibility effortless and fun with inspiring activations.

Crystal considerations

Sjl skincare takes a holistic approach to personal care and was founded by a mother-daughter duo, making the in-store placement fitting ahead of Mother's Day May 14.

On May 6-7, in-store customers visiting the John Hardy SoHo store in New York will be treated to a spa treatment inspired by the healing properties of crystals and the jeweler's unique stones.

Although appointments are recommended, walk-ins will also be accepted to experience Sjl skincare's bio regenerative healing energy facial.

Crystal-infused cocktails will also be served in-stores this weekend.



Promotional image for John Hardy x Sjal skincare collaboration

Consumers who purchase John Hardy jewelry from the spring collection will receive a special gift filled with Sjal skincare products. Although the facials will only be demonstrated May 6-7, the gift with purchase will be available through May 14.

Since skincare is a personal choice, having the opportunity to learn about the brand and experience the effects prior to purchase is beneficial and instills trust in the products.

For example, department store chain Saks Fifth Avenue's New York flagship assisted its consumers in experiencing La Mer's most luxurious formula through an events program.

Consumers could visit the department store's The Fifth Avenue Club on floor three for a 30-minute appointment with a La Mer consultant. During the visit, the consumer had the opportunity to sample La Mer's formula, a treatment integrating its signature Miracle Broth with cutting-edge technology to generate skin cell renewal ([see story](#)).

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