

JEWELRY

## IWC taps international influencers to flaunt feminine timepieces

June 15, 2017



Still from IWC Schaffhausen's "The Code of Beauty" film. Image credit: IWC

By SARAH JONES

Swiss watchmaker IWC Schaffhausen is boosting the visibility of a mysterious new campaign with the help of a bevy of influencers.

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As part of the launch campaign for its new Da Vinci timepieces, the first marketed specifically for women, the brand created a fantastical film featuring a hooded woman discovering corners of a Florentine palazzo. Ensuring this content reaches the most eyes possible, the brand worked with almost 20 global personalities, casting the women in variations on the central effort.

"Our goal was to create awareness and specific appeal among women," said Franziska Gsell, CMO at **IWC Schaffhausen**, Schaffhausen, Switzerland. "We wanted to create something which is meaningful to them and enables them to engage with us as a brand and with our Da Vinci watches.

"We took this as an opportunity to collaborate with some great talents that were interested and engaged with IWC, with followers that would have a strong potential to connect with us," she said.

Under wraps

While IWC has previously reached out to women through unisex collections, this year's Da Vinci releases include the first watches from the brand designed with solely female wrists in mind ([see story](#)).



## *IWC's Da Vinci collection*

Taking this new feminine approach to heart, the brand is appealing to a female audience through a digital campaign.

The campaign kicked off with a short film featuring a model wearing a pale blue hooded cape. At the opening of "The Code of Beauty," she walks up to a gated entrance, turning back to the camera before walking inside.

As she explores the grounds and the architecture of the palazzo, the protagonist stumbles upon a carved Flower of Life symbol on an exterior wall. This pattern, which consists of 19 interlocked circles, inspired inventor and artist Leonardo Da Vinci, and is included on the watches' casebacks.

The woman presses one of the circles, and the pattern springs to life, with the various circles rotating to create an opening. The woman places her arm inside the hollow wall, and when she pulls it back out, a Da Vinci watch has magically appeared on her wrist.

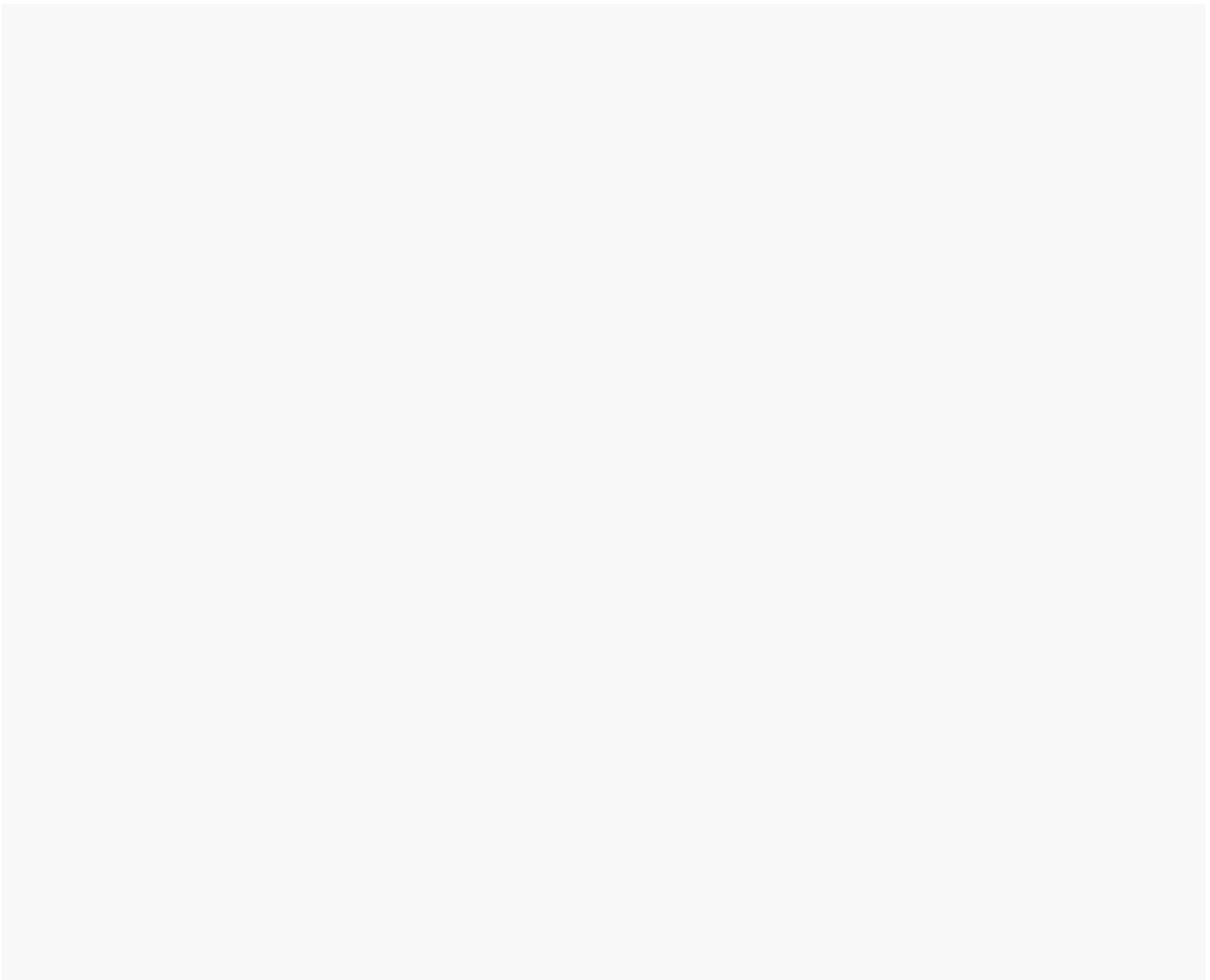
With her new accessory, the woman enters the palatial structure and finds herself in a circular room. As she spins on the patterned floor, the columns around the perimeter of the space begin to crumble and she makes her escape.

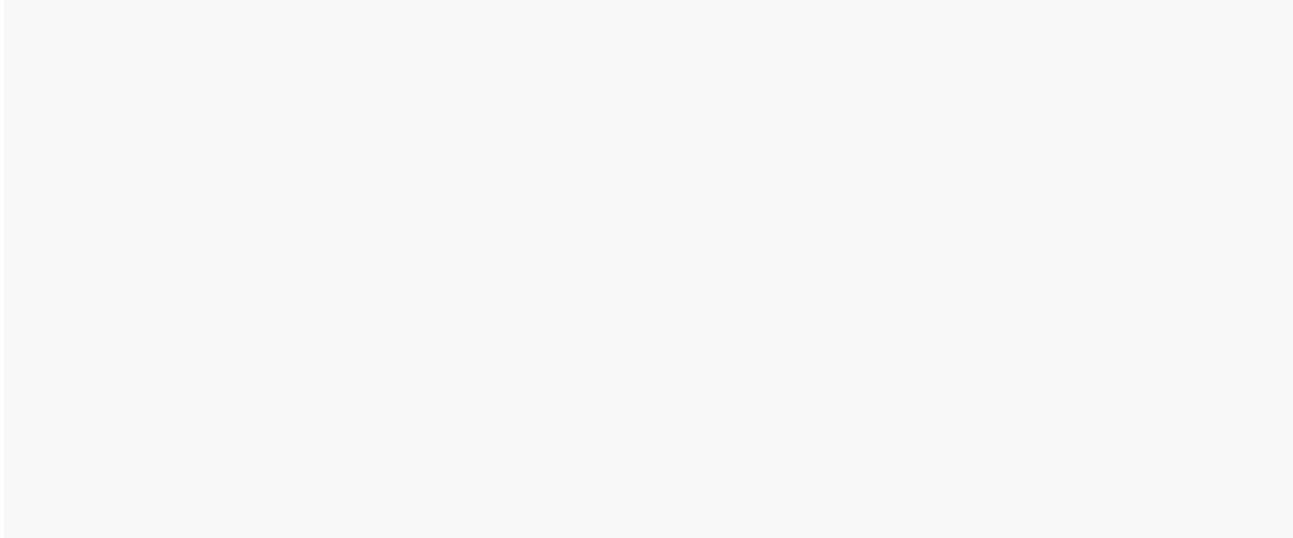
## *IWC Da Vinci: The Code of Beauty film*

IWC's #TheCodeOfMe influencer effort takes its reference from the original film. In a series of films, each of the 18 ambassadors takes her turn being the protagonist.

At the start, a hooded figure is seen walking the grounds, her face unseen until she suddenly turns. After additional cloaked footage, the woman throws off her cape to reveal her identity and her personal style.

Included in the roster of influencers are Swiss blogger Kristina Bazan, Indian actress Sonam Kapoor, Australian Gary Pepper Girl founder Nicole Warne, model Karolina Kurkova, Dutch actress Anna Drijver, Spanish racecar driver Carmen Jord and lawyer and Project Runway Middle East host Jessica Kahawaty.





It's out! Check out my newest #ad for my beloved sponsor @iwcwatches filmed in Florence for #thecodeofme #iwcdavinci. Do you like it?

A post shared by XENIA TCHOUMI (@xenia) on Jun 12, 2017 at 6:30am PDT

In addition to releasing the films on IWC's own channels, the influencers have shared their respective videos to their thousands or millions of followers.

"The campaign theme of our 2017 Da Vinci launch is "The Code of Beauty," Ms. Gsell said. "It is a reference to Leonardo da Vinci's tireless search for a universal principle of beauty in geometry and mathematics.

"It is in this context we engraved the 'Flower of Life' on the back cases of certain new references a geometrical figure consisting of overlapping circles that Leonardo drew in his Codex Atlanticus," she said. "Based on this overall concept, the 'Code of Me' short films focus on questions which are particularly relevant for a female audience: What makes a woman special? What is her signature look? What is her special talent? What is her visual code?"

#### Personality publicity

With the increased prevalence of social media in luxury marketing, brands have become more accessible to consumers, but a new report from Fashion and Beauty Monitor finds that nearly three-quarters of luxury labels still cite maintaining exclusivity as a top challenge.

Despite concerns about keeping their elite image, luxury brands have overwhelmingly adopted influencer marketing, allowing personalities who have developed a large following to tell a story for them. While relatively new to this type of collaboration, luxury brands are enthusiastic about the potential and results of this form of consumer engagement ([see story](#)).

While sometimes influencer campaigns stand on their own, other times these efforts act as an extension of traditional advertising efforts.

For instance, Swiss watchmaker Longines launched a social influencer campaign to heighten its typical print advertising efforts.

Longines 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 selected three well-known individuals from the fashion and luxury space, who then share sponsored content on their personal social media accounts in a bid for millennial generation attention ([see story](#)).

"In order to reach a female audience, meaningful content and appropriate communication channels are key," Ms. Gsell said. "This way we can start a 'conversation' of sorts with key opinion leaders in the right context.

"With 'The Code of Me,' we are focusing on the individuality of our female fans and friends of the brand," she said. "This way, we want to show women that they are genuinely important to us and in turn we give them a platform to connect with IWC and with our Da Vinci collection in particular."

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