

JEWELRY

Swarovski taps Elle's international reach for glocal effort

September 25, 2017



Image from Swarovski's Elle International campaign. Image credit: Elle International

By SARAH JONES

Precision-cut crystal maker Swarovski is encouraging women around the world to match their jewelry to their mood through tailored content.

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Swarovski's promotion for its Remix collection leverages the local understanding of Lagardre Global Advertising's creative and production teams at 10 Elle International editions. The resulting native advertising campaign aims to cater the creative to the specific markets, taking the adaptation for each title beyond a simple translation.

Media mix

Swarovski's Remix collection features strands of different styles that link together with magnetic clasps. One strand can be worn as a bracelet, while the chains can be connected to form necklaces of varying lengths.

Communicating this versatility to consumers around the world, Swarovski and its media agency Havas turned to Elle International.

The women's magazine's fashion stylists provided their perspective, showing consumers the number of ways they can wear the Remix styles to achieve "timeless" or "romantic" looks.



Image from Elle's Swarovski campaign. Image credit: Elle International

Those looking for a more romantic look are given the suggestions to wear Remix styles as a headband or replacing laces in a shirt with Swarovski's chains. For more classic dressing, the pieces are shown worn as a belt or a tie.

These outfit ideas are paired with editorial imagery representative of Elle's fashion-forward audience.

A film created for the co-branded campaign portrays a stylized version of the making of the still images. The video documents the on-set interactions as models and an editor meet on a rooftop to create a series of photos.

The short also speaks to the social media generation, with the models and the editor frequently using their cell phones to communicate or document their experience.

Elle Korea x Swarovski

Swarovski's campaign is running across 10 editions of Elle, reaching readers in France, Germany, Spain, Italy, the United Kingdom, Australia, Hong Kong, China, South Korea and Japan.

Along with native online content, which debuted around Sept. 21, the campaign also appears as part of the print edition, with a page in the October issues of the international titles dedicated to styling tips with Swarovski. Social media posts also back up the initiative.

While the central content pieces, including the imagery and the video, were distributed to each of the local titles, the campaign itself was adapted for the local audiences. Swarovski's media plans for each market are also diversified, based on differing KPIs in each locale.

Going native

Luxury brands are embracing sponsored content as a means to reach a global audience.

For instance, Italian fashion house Fendi took consumers on a jetset tour of pre-fall's biggest trends through an interactive sponsored video that was also created by Elle International.

"Elle Invites Karlito To Globetrot the Trends" saw the furry bag charm modeled after Fendi creative director Karl Lagerfeld traveling to destinations including Shanghai, Rome or New York, with each city corresponding to a certain look of the season. This exclusive sponsored content program put Fendi in front of the fashion-hungry Elle audience around the world ([see story](#)).

No longer a novelty, digital advertising is expected to comprise more than 50 percent of buyers' total marketing budgets in two years, according to a new report by Accenture.

Digital and mobile advertising spend now equals that of television and far surpasses print, and many respondents for Accenture's "The Future of Advertising" report feel that soon digital will account for 60 percent of total budgets. While digital and mobile has revolutionized the advertising industry, the transition still presents buyers and sellers with numerous challenges ([see story](#)).

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