

JEWELRY

Swarovski gathers diverse cast for holiday gifting push

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Swarovski's #BrillianceForAll campaign. Image courtesy of Swarovski

By STAFF REPORTS

Precision-cut crystal maker Swarovski is sharing a message of inclusion in a holiday campaign that shows that its sparkle is for everyone.

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Fronted by brand ambassador Karlie Kloss, along with costars including Naomi Campbell, Boy George and Fei Fei Sun, the #BrillianceForAll effort showcases gifts that work for a variety of personal styles. This ensemble casting approach may help more consumers relate to the marketing effort, as talent of varying ages and races is featured.

Gifting group

Swarovski's campaign, produced by New York agency Laird + Partners, also stars influencers Chiara Ferragni, and Bryanboy, models Jourdan Dunn, Ruby Rose, Maye Musk, Andres Velencoso, Nathan Owens and Akin Akman, actors Maggie Jiang, Anthony Mackie, Nolan Funk and Eric Rutherford and singer Daya.

"The holiday season is all about bringing people together and finding ways to celebrate those who are special to us, which is at the heart of the campaign," Ms. Kloss said in a statement. "To that end, it was incredible to shoot with so many talented people who are also so close to my heart."



Naomi Campbell and Karlie Kloss for #BrillianceForAll. Image courtesy of Swarovski

In addition to racial diversity, Swarovski's campaign celebrates a diversity of ages. The multichannel marketing will also reach a range of ages through television, print and digital videos.

Directed and photographed by Barnaby Roper, the campaign shows the talent wearing Swarovski creations such as its new Remix collection and its Sparkling Dance line. The cast members also hold Swarovski gift boxes in their hands, furthering the brand's #GiveBrilliant messaging.

"It is very important to me as a black woman to support a campaign that embraces diversity," Ms. Campbell said. "It shows that no matter your age, your gender or where it is that one comes from, we can all come together and celebrate the holidays."

Swarovski kicked off the campaign at Villa Gernetto during Milan Fashion Week, where it gathered the faces and some VIPs for a private party.

The height of the holiday shopping season may still be months away, but it is in marketers' best interests to get on consumers' radars now.

As they look to inspire consumers to spend on gifting items or end-of-year treats for themselves, luxury brands are competing not only with their peers but with other categories for shoppers' wallet share, requiring creative campaigns that help them stand out from the crowd. Customers' research and planning begins well ahead of November or December, making an early start on strategy a worthwhile tactic to be top-of-mind heading into the season ([see story](#)).

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