

JEWELRY

Swarovski opts for omnichannel strategy for holiday pop-ups

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Swarovski's #BrillianceForAll campaign. Image courtesy of Swarovski

By SARAH JONES

Precision-cut crystal maker Swarovski is engaging shoppers this holiday season through environments that blend physical and digital experiences.

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In Toronto and Milan, the brand is digitizing the store concept with spaces that feature activations such as virtual reality and digital walls. The physical store no longer needs to be tied to traditional formats, allowing brands to incorporate digital as a means of immersing consumers in their worlds.

"Swarovski has been an established go-to brand when it comes to gifting," said Robert Buchbauer, CEO of **Swarovski**, Mnnedorf, Switzerland. "We wanted to elevate this potential in a more interactive and innovative way that puts the consumer at the center of our activities, to truly offer a surprising and memorable brand experience."

Virtual meets reality

Swarovski's Sparkle Pop-up in Toronto's Square One shopping center allows visitors to browse and buy products in an entirely virtual concept. Rather than displaying physical merchandise, the temporary store instead translates functions of the ecommerce experience to a store that measures less than 270 square feet.

To view collections, consumers can use a touchscreen style finder, which offers a virtual try-on experience for Swarovski's jewelry. Chosen products can be reserved in a store, or bought via Swarovski.com, with the option to pick up a purchase in-store.



Swarovski's Sparkle Pop-up at Square One. Image courtesy of Swarovski

Along with the browsing experience, the pop-up engages consumers through elements such as video walls and an Interactive Mirror. A selfie wall lets them snap a photo with one of Swarovski's ambassadors, such as Karlie Kloss, and share it, documenting their experience and making shopping more social.

Swarovski is also popping up in Milan with a digital holiday tree installation in Galleria Vittorio Emanuele.

Around the base of the tree, Swarovski has installed what it calls a "virtual playground." This includes engagement points such as a fun wall, wish list wall, style finder and selfie wall.

Swarovski is also showcasing current and archival collections, presenting the brand from past to present.

For the Milan tree lighting on Dec. 1, Swarovski tapped influencer Chiara Ferragni of the Blonde Salad to make an appearance. She posted about the event and pop-up experience on her social media accounts, aiding Swarovski as it seeks the attention of millennials.



Chiara Ferragni made an appearance in support of Swarovski's tree. Image courtesy of Swarovski

Ms. Ferragni also features in Swarovski's #BrillianceForAll holiday campaign, which celebrates diversity and inclusion ([see story](#)).

"Today's world is one that seamlessly encompasses the bricks-and-mortar and digital retail experience," Mr. Buchbauer said. "We are convinced that leveraging their complementarity is the way to truly engage with the wide audience that Swarovski is relevant to.

"With the Sparkle Pop Up in Toronto, we proved that links between the digital and physical are numerous, and can enhance the shopping experience way beyond simple purchase, so it becomes an entertaining, emotional and personalized experience."

Digital meets physical

This holiday, Swarovski's atelier arm is allowing consumers to give themselves an instant makeover through a collaboration with Perfect Corp.'s YouCam.

With YouCam Makeup and YouCam Fun, Crystals from Swarovski launched a holiday augmented reality experience that allows consumers to try on makeup looks embellished with crystals and Swarovski creations. YouCam has become a popular partner for luxury beauty brands such as Lancme and Este Lauder, but this hybrid jewelry and makeup experience is the first of its kind for the app ([see story](#)).

Luxury retail is experimenting with new formats of retail, particularly in temporary shops.

U.S. fashion label Calvin Klein is teaming up with Amazon Fashion for a tech-infused, content-centric holiday retail concept.

The partnership spans in-store and online, with two pop-up shops and an online brand store selling merchandise that includes Amazon exclusives. Open through Dec. 31, the partnership appeals to shoppers' increasingly digital holiday buying behavior ([see story](#)).

"These installations are ongoing, so it is too early to draw final conclusions, but so far we are thrilled by consumers' positive reactions," Swarovski's Mr. Buchbauer said. "We will for sure pursue this path, developing more omnichannel consumer experiences that exemplify our commitment to always surprising and delighting our customers."

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