

JEWELRY

## Top 10 luxury jewelry and watch efforts of H1

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*Tiffany celebrates a first with multichannel campaign and Elle Phanning debut. Image credit: Tiffany.*

By BRIELLE JAEKEL

During the first half of 2017, fine jewelers and watchmakers pivoted to embrace digital tools after being known for largely avoiding them.

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Augmented reality, interactive films and new social technologies are a few of the unique ways in which the jewelry sector is embracing new trends and catering to modern consumers. Multichannel campaigns and physical initiatives also turned heads in the first half of 2018 for jewelry brands.

Here are the top 10 jewelry and watch efforts of the first half of 2018, in alphabetical order:



*Audemars Piguet asked fans to reveal their new watch on Facebook. Image credit: Audemars Piguet*

Swiss watchmaker Audemars Piguet tapped into Facebook's recently launched Live Photos capability to reveal its new releases in an innovative way.

Audemars Piguet shared Live Photos, similar to GIFs, on its Facebook page, encouraging consumers to press and hold their screens to see a new Audemars Piguet timepiece come into view. The evolving images required

consumers to keep physical contact with their phones for the duration of the reveal, creating an engaging, active viewing experience among the watchmakers' audience ([see story](#)).



*Bulgari's film following the women's motorcycle group. Image credit: Bulgari*

Jeweler Bulgari looked to the film industry to help empower Italian women to break the mold in partnership with the Tribeca Film Festival.

The Italian brand was named the "official jeweler of the Tribeca Film Festival," and released two original short films to complement its partnership. The sponsorship launch was the beginning of a three-year relationship ([see story](#)).



*The Santos de Cartier campaign features Jake Gyllenhaal. Image courtesy of Cartier*

French jeweler Cartier let ideas take off in a cinematic campaign that leaned on celebrity.

To promote its Santos de Cartier timepiece, the Richemont-owned house took inspiration from aviator Alberto Santos-Dumont, capturing his unceasing aspirations to fly. The resulting short film that starred actor Jake Gyllenhaal aligned Cartier's watch with a sense of curiosity and adventure ([see story](#)).



*Lightbox Jewelry will be more affordable compared to De Beers. Image credit: Lightbox Jewelry*

British diamond company De Beers entered the lab-grown diamond market with the launch of Lightbox Jewelry.

The new brand focuses on creating sustainable diamonds at a more affordable price than their mined counterparts. The brand's products begin at around \$800 per carat, significantly less than De Beers mined diamonds ([see story](#)).



*Hublot's Digital Boutique aligns online and offline commerce. Image credit: Hublot*

Swiss watchmaker Hublot unveiled a digital boutique that aims to make the online shopping experience more compatible with what customers would see when going into a physical store.

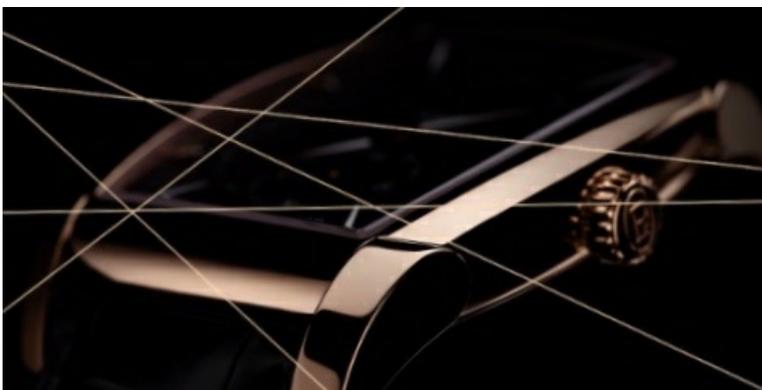
The Hublot Digital Boutique allows any customer the ability to discuss the intricacies of different products with Hublot sales associates in real time, just as they would if they went into the store. The digital boutique is part of a larger trend in physical retail that sees brands more closely integrating their online and offline experiences ([see story](#)).



*IWC takes to VR for interactive journey through the desert. Image credit: IWC.*

Swiss watchmaker IWC Schaffhausen aimed to position itself as a pioneer in luxury marketing by rolling out a unique strategy in regards to virtual reality and digital film.

Actor Bradley Cooper starred in a choose-your-own-adventure storyline that brought users into IWC's setting through VR. From the point of view of a motorcycle driver, viewers could control their own narrative ([see story](#)).



*Parmigiani Fleurier has launched a new augmented reality app. Image credit: Parmigiani Fleurier*

Swiss watchmaker Parmigiani Fleurier used mobile to give consumers a behind-the-scenes look at the creation of its new collection, in a departure from traditional luxury timepiece strategies.

The watchmaker's first foray into augmented reality was the "Kalpa" application, which featured watches from the eponymous collection. The luxury watch market has been slower to embrace AR technology than other industries, but with its growing use of digital, augmented reality is also seeing more adoption ([see story](#)).



*Piaget's pop-up shop in Neiman Marcus; Image credit: Piaget.*

Swiss jeweler Piaget embodied a life well lived in the sunshine through a new pop-up in a sunny location.

Taking to Beverly Hills, CA, Piaget hoped to shine in the sun with a pop-up in Neiman Marcus. The jeweler took this time to showcase unique items, which had not been displayed before in the U.S. ([see story](#)).

To start off a new direction for the U.S. jewelry brand, Tiffany & Co. took to the streets of New York in a series of cryptic marketing pushes that dramatized its latest launch.

Leaving fans and social media followers puzzled, Tiffany posted a series of mysterious texts throughout the week starting April 30 that alluded to a comeback of its iconic blue, even including tweets written backwards. The mystery was a push for a New York takeover, where its famous blue appeared around the city in celebration of what Tiffany called its most significant collection launch since 2009 ([see story](#)).



*Image from Ulysse Nardin's #FreakMeOut campaign. Image courtesy of Ulysse Nardin*

Swiss watchmaker Ulysse Nardin encouraged consumers to swim against the tide in an advertising campaign featuring a literal fish out of water.

The brand's #FreakMeOut campaign centered on the journey of a shark through the cities of New York and Shanghai, as it navigates the urban landscapes and forges its own path. Intended to represent Ulysse Nardin's unending quest for innovation, the campaign also drew attention to the need to protect the world's oceans ([see story](#)).