

MARKETING

Ettinger allies with likeminded UK brands to drum up summer attention

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Ettinger's collaboration with likeminded U.K. luxury brands for drumming up consumer interest in an extremely tough summer 2020 is an idea ripe for borrowing. Image credit: Ettinger

By LUXURY DAILY NEWS SERVICE

British leather goods maker Ettinger has partnered with nine fellow brands across categories in a new summer competition for a chance to win one of 10 handpicked gifts.

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The Ettinger & Friends summer competition also involves Banton Frameworks, Chapel Down, Johnstons of Elgin, Stephen Einhorn, Richard Brendon, Tom Smarte, Rococo Chocolates, Riz Boardshorts and Floris London. All of these brands are members of Walpole, the sector body representing U.K. luxury interests.

"The summer competition came about after everyone had to cancel their summer plans, but as lockdown is easing and we all want to see family and friends, a picnic seemed like a lovely idea to celebrate the reunion," Ettinger marketing manager Riina Raabis told Walpole.

"We have teamed up with 10 luxury brands, fellow Walpole members and brands we've worked with before, to provide everything for the perfect summer picnic from a hamper of Chapel Down wines to a Johnstons of Elgin throw for the Ettinger & Friends luxury summer competition," she said.

"We wanted to do something light-hearted and fun, something for people to get excited about during these difficult times, and are incredibly grateful to all the brands involved for their super-generous prizes."

On offer as prizes are perfume, swim shorts and hat, chocolate hamper, straw pork pie hat, wine glasses, necklace and bracelet, lambswool throw, case of a dozen alcoholic and non-alcoholic beverages, sunglasses and overnight bag.

To participate, consumers have to [click on the link on Ettinger's site](#) and [add contact details as well as check boxes](#) to receive email newsletters from the participating brands.

Entries close midnight July 19 and winners announced the next day.

For a second entry, consumers can go to the [Ettinger Instagram page](#), like the competition post and tag two friends

in the comments section with whom they would like to share their summer picnic.

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