

JEWELRY

## L'cole Asia Pacific engages affluent families with creative contest

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*L'cole Asia Pacific is launching a children's contest to engage families staying at home. Image credit: L'cole Asia Pacific,*

By LUXURY DAILY NEWS SERVICE

L'cole Asia Pacific, the educational arm of French jeweler Van Cleef & Arpels, is partnering with hospitality group Rosewood Hotel & Resorts for a children's contest encouraging creativity.

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The #LECOLEKidsRocks contest will connect with affluent families, build L'cole's customer database and boost social media engagement. Participants must reside in Hong Kong and the grand prize is a staycation at Rosewood Hong Kong.

#LECOLEKidsRocks

Interested families must fill out an application on the L'cole Asia Pacific website expressing their desire in participating. The contest is limited to the first 500 applicants, and children must be between 5 and 12 years old to participate.

Via courier, participating families will then receive a "Discover the Gemstones, Ruby & Sapphire" exhibition catalog for parents and a "Play & Learn" activity book for children. The materials will be used as inspiration for the contest entries.

Kids can make submissions for either the arts and crafts or creative writing categories. They have the option of either making their own ruby and sapphire necklace or crown using the stickers from the activity book, or write about the "imaginary world" of the jewels seen in the exhibition catalog.



*Participating families will receive exhibition catalogs and activity books. Image credit: L'cole Asia Pacific*

Submissions are due Sept. 6. Parents must publicly post the creations, whether it is text, photos or video, on Facebook or Instagram. They must also tag L'cole Asia Pacific and use the contest hashtag #LECOLEKidsRocks, further building social media engagement.

Curators of the "Discover the Gemstones, Ruby & Sapphire" exhibition and L'cole directors will select 20 winners for each category. All 40 winners will receive a "L'cole Explorer Kit" which includes a gift certificate for a complimentary creative workshop at L'cole Asia Pacific.

Two second-place winners will receive a 1-night family staycation at Rosewood Hong Kong, while the two grand-prize winners will enjoy a family staycation at the hotel's Grand Harbour Corner Suite.

The staycation prizes reflect changing consumer preferences, as affluent families have stayed closer to home during the coronavirus crisis.

Rosewood Hotels & Resorts has debuted new promotions geared to guests whose travel patterns have shifted to more local and domestic locations in the COVID-19 era.

The Hong Kong-based chain has developed five packages Summer at Rosewood, Family Time, Suite and Villa Sojourn, Rosewood Reset and More Rosewood to acknowledge the evolution of staycations. Coming on top of phased hotel reopenings with enhanced safety precautions, the effort is also a nod to traveler concerns over catching the COVID-19 coronavirus that is still active worldwide ([see story](#)).

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