

MULTICHANNEL

Swarovski chooses Sixties prom theme for Spring/Summer 2012 collection

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By RACHEL LAMB

Precision-cut crystal manufacturer Swarovski has chosen a 1962 prom theme, "Swing, Sing & Shine," for its Spring/Summer 2012 collection and will execute a multichannel marketing strategy in the next few months.

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The jeweler has taken inspiration from corsages and pastel colors for many of its pieces. Swarovski intends to market the collection via in-store events and online media, as well as one-on-one walk-through visits for members of the press.

"We always want to provide a very exciting experience," said Livia Marotta, New York-based director and head of communications for [Swarovski](#).

"The idea is to make sure that the collection is under a very bright [light], which is where press [coverage] comes in," she said. "That will play a part in addition to exciting in-store events and social media work over the next few months."

Song and dance

There are quite a few components to the new collection.

The corsage-inspired ribbon line includes bracelets, necklaces and earrings.



Ribbon necklace

Additionally, the rest of the fashion jewelry ranges from whimsical products such as the raspberry and cherry pendants and earrings to an Art Deco direction such as with the reload necklace and other geometrical, silver and grey features.

The Swarovski collection also houses many accessories and bags. There are items such as key rings, London Olympics-inspired charms, bejeweled bags and iPhone cases.

The brand's eyewear collection has 10 new shapes this year in a variety of frames and colors.

This season's men's collection is the second for Swarovski.

In addition to skull bracelets, bag charms and pendants, Swarovski's men's collection features rings, bracelets, cufflinks, chains and wallets.



Swarovski's Hello Kitty collection, which the jeweler pushed through social media and a mobile application this past summer ([see story](#)), consists of rings, pendants, bracelets, bags and earrings.

This part of the collection is already available for retail and sells quickly because Hello Kitty fans tend to be very fanatical, according to the brand.

Another larger part of the collection is the Erika & Eliot line, which are two figurines that are recurring characters in Swarovski collections.



Eliot of Erika & Eliot

In this collection, Erika and Eliot are on a trip around the world and are seen wearing clothing and hats from countries such as Italy, Germany, China, United States, Brazil, Russia, Spain and Switzerland.

The Erika & Eliot line is available in necklaces, bag charms, charms and pouches.

Swarovski drew inspiration from Disney for part of its collection and displays bracelets, rings and earrings from the movies "Beauty and the Beast" and "Snow White," in addition to Mickey Mouse and Minnie Mouse pendants.



Ring inspired by Snow White

Finally, Swarovski is including light-up USB keys in the form of flowers, butterflies, Eliot and Erika.

Crystal clear

The press event in New York was just one step in Swarovski's marketing strategy.

The Swarovski showroom was transformed into a 1962 prom, complete with a DJ on a record player, a yearbook for guests to sign and an old-fashioned photobooth.

Stan Williams, an expert in vintage decorating and artifacts, helped to design the showroom, according to Ms. Marotta.

Swarovski aims to extend the theme to select branded boutiques and department stores when the collections hit, but not to the same detail.

The brand will also put much of its marketing efforts into social media and online marketing, which is where it usually places the bulk of its attention.

For example, Swarovski is in the process of boosting its commerce-enabled Web site via charm jewelry that consumers can build online ([see story](#)).

Furthermore, the jeweler anchored its Hello Kitty marketing with a Facebook countdown to the Aug. 1 release date, as well as digital, print and in-store backups ([see story](#)).



Hello Kitty charm bracelet

"A lot of research went into developing the event concept," Ms. Marotta said.

"[However], the majority of the marketing will be done through social media throughout the next few months," she said.

Final Take

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