

MULTICHANNEL

Swarovski accelerates brand awareness through multichannel augmented reality installation

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By RACHEL LAMB

Precision-cut crystal manufacturer Swarovski Elements is taking advantage of the busy Rodeo Drive traffic in Los Angeles with its Let It Sparkle campaign that combines in-store, out of home and mobile marketing.

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Consumers can download an application by GoldRun to their mobile devices that will virtually bring Swarovski products to life through the installation and in branded stores. Swarovski will also be donating to the charity Baby2Baby, which helps to supply Los Angeles families clothing and gear for their children.

"Crystal is an inherently creative material that offers endless new possibilities, allowing Swarovski to constantly expand its crystal elements business activities into new and exciting business segments," said Reinhard Mackinger, executive vice president of elements business, Swarovski N.A., New York.

"We are a company of inventors," he said. "Our creativity is first and foremost grounded in technology forging new cuts, colors and effects capable of galvanizing the imagination of the creative world."

"This holiday season Swarovski is excited to join forces with one of the world's best-known retail icons - Rodeo Drive, Beverley Hills - to dazzle shoppers with brilliant crystal themes."

Swarovski Elements is a subsidiary of Swarovski.

Sparkling debut

The installation is structured like a DNA helix, on which consumers can tweet their own holiday messages using the hashtag #letitsparkle.



Swarovski structure on Rodeo Drive

Consumers can also text their messages in to the shortcode 877877 and start the message with the word "sparkle."

Designers such as Roberto Cavalli, Margherito Missoni and Stuart Weitzman have written their own messages that are instantly displayed on the installation.

There is also a live feed of the Let It Sparkle messages found [here](#).

Luxury shoppers strolling along Rodeo Drive in Los Angeles are able to use the augmented reality app by GoldRun by holding their phones up to storefront windows and displays on the street to take pictures of limited-edition products that were made in collaboration with brands such as Missoni, La Perla and Stuart Weitzman.



Augmented reality app

The products include jewelry, fashion, accessories, lingerie and footwear, all of which are made with Swarovski Elements.

“Without question, teaming with the city of Beverly Hills to showcase this installation on the iconic Rodeo Drive, which is truly one of the major centers of luxury in the world, provides tremendous brand exposure to Swarovski,” said Scott Forshay, Austin, Texas-based luxury and premium brand consultant and mobile strategist. “The innovative installation unquestionably illustrates the technologically-innovative and creative vision of the brand.

“Partnering with a third-party application like GoldRun allows the brand to leverage an existing app with a large install base to encourage participation is the augmented reality execution,” he said.

Holiday cheers for charity

Last week on Nov. 21, actress Jessica Alba helped unveil the installation.

Other famous persons present were singer/actress Jennifer Hudson, DJ Alexandra Richards and Beverly Hills mayor Barry Brucker.



Ms. Alba and Ms. Hudson at the Swarovski unveiling

“When creating a marketing strategy, a luxury brand has to look at their unique attributes and devise a way to play upon its strengths,” said Courtney Albert, brand consultant and strategist for **Parker Avery**, Atlanta. “For Swarovski, what better way than actually incorporating their product into all facets of the event.

“To illustrate, we are heading into the holidays and Swarovski is providing a city like Los Angeles their own version of a White Christmas,” she said.

“Additionally, the limited-edition items were created using Swarovski crystals and, finally, encouraging consumers to not only take pictures of your product but distribute them to their friends, family and virtual strangers magnifies the amount of people who have eyes on your product and the branding surrounding it.”

Swarovski has pledged to donate to Ms. Alba’s nonprofit organization Baby2Baby, which supplies greater Los Angeles area families with essential gear and clothing for their children.

Ms. Alba was wearing a Winter Garden necklace from Swarovski to mark the company’s support for her charity.

"The Swarovski philosophy is future-oriented with a strong emphasis on trend-related innovations and technological advancements that continually advance the range of crystal elements available to the consumer," Swarovski's Mr. Mackinger said. "Swarovski Elements' retail initiatives bring awareness to all that is new and exciting."

Final Take

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