

INTERNET

## Lagos emphasizes storytelling to push Rare Wonders Collection

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By RACHEL LAMB

Philadelphia-based jeweler Lagos is tapping into consumer emotion with a quiz that correlates to personality to push talisman pendants from its Rare Wonders Collection and, by doing so, is hoping to connect with consumers on a more personal level through storytelling.

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**Luxury Daily**

Consumers take the quiz and are given an animal that symbolizes their own personality traits. Lagos is pushing the quiz and collection via Facebook, its Web site and email blasts.

“These types of signature-item pendants are usually very good sellers for us because they are great gift givers,” said Isabelle Scarchilli, marketing director for Lagos, Philadelphia. “We always feel that for some people, these may be the first point of entry with the brand.

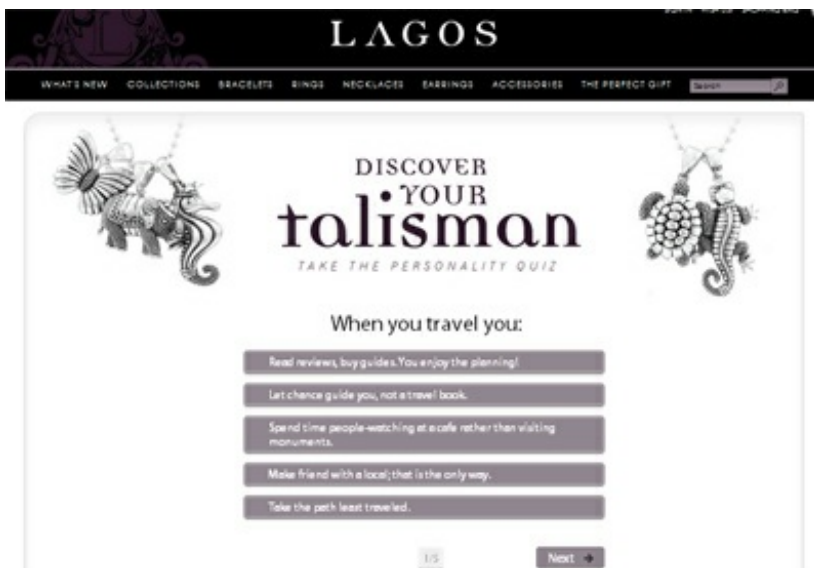
“The collection is very sweet and cute and while we are not a ‘cute’ brand, it is interesting to branch out and have a collection that tells a story,” she said. “If you buy something that tells you a story, you are going to enjoy it more.

“The story behind the quiz with the collection was to increase the story-telling part of the brand that we are giving with our jewelry.”

## Animal instincts

Visiting the Lagos Facebook page or the Real Wonders Collection section of the brand's Web site takes consumers to the quiz.

Consumers must answer five questions about their personality, travel habits and career goals.



## Lagos quiz

Based on the responses that consumers give, they are offered five choices: the elephant that represents strength, the butterfly that reflects living in the moment, the gecko that symbolizes quick thinking and poise, the seahorse which illustrates originality and the sea turtle that represents peacefulness.



## Talisman quiz

The quiz connects participants to Lagos' ecommerce site where they can shop for the talisman pendants.

The talisman pendants are part of the new Rare Wonders Collection that debuted this season. They are \$295.

Lagos plans on expanding the collection in later lines, claims the brand.

Digital building blocks

Lagos has sent email blasts and is marketing the quiz on Facebook and its Web site.

“It’s definitely a conversation starter,” Ms. Scarchilli said. “It’s a way for us to communicate with consumers and have a conversation that’s not so serious.”



*Lagos' post on Facebook*

Lagos could be trying out a plethora of digital media since it is actively trying to build its online presence, per Ms. Scarchilli.

By tapping into personality traits, Lagos increases the chance of purchase because consumers may feel a personal connection to the pieces.

Other jewelers are using emotive marketing to move products.

For example, jeweler Tiffany & Co. taps into consumers’ emotions by celebrating a lifestyle, not just products.

Tiffany's What Makes Love True campaign comprises print, mobile, Web site and social media that displays real couples in love, romance tips, love songs and movies and romantic places around New York ([see story](#)).

Instead of selling products, Tiffany uses emotive marketing to ingrain the brand into the minds of consumers the next time they think about buying jewelry for a loved one.

The fact that people feel very personally and emotionally about a product or brand is one of the components that makes a luxury label, per Ms. Scarchilli.

“Emotions are key for every luxury brand, especially jewelry, because it has always been emotional,” Ms. Scarchilli said. “It’s a great opportunity to build on that emotion and connection that makes people connect with a brand.”

## Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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