

HOME FURNISHINGS

## Waterford's multigenerational marketing expression shines light on Lismore Arcus collection

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*The brand's Lismore Arcus campaign shows off its architecturally-inspired home dcor with the help of models who are diverse in age and culture. Image credit: Waterford*

By EMILY IRIS DEGN

Irish crystal maker Waterford is uplifting an architecturally-inspired product line that was originally released in 2022.

Three new designs join the manufacturer's **Lismore Arcus** collection, each reflecting vaulted buildings found throughout the brand's emerald-hilled homeland. Tapping models of all ages and cultural backgrounds, Waterford reveals the drops in a series of black-and-white video visuals, now live.

"Congratulations Waterford for showcasing the diversity of thought in the recent campaign, knowing that your brand has multigenerational appeal," said Neen James, luxury leadership expert and CEO of **Neen James**, Tampa.

"Historically, Waterford may have been associated with heavy crystal only used to celebrate special occasions or for occasional gifting, but the latest collection feels light and modern," Ms. James said. "The collection can be used for the modern-day entertainer who might want to serve a casual salad in the bowl, place fruit on their kitchen counter or provide a delightful high-end housewarming gift."

Ms. James is not affiliated with Waterford, but agreed to comment as an industry expert.

Crystal call

Launched last year, the Lismore Arcus collection's biggest draw was the fact that its crystalware contents revived a pattern from the archives.

Waterford's Lismore pattern premiered in 1952, created by then-chief designer Miroslav Havel. The motif draws on the architecture of Lismore Castle, a medieval structure in County Waterford. It historically belonged to the Earls of Desmond and later, the Cavendish family in 1753.

Lismore Castle is now among the country's most exclusive properties. As the Irish home of the Duke and Duchess of Devonshire, the residence has no public access.

Its vaulted ceilings, gothic architecture and other elements, found both within the castle and throughout

Ireland's historic buildings, ground Waterford's year-old collection, as new additions now join the family.



*Captured by London-based videographer Borja Marting, the items look to the design concepts of a royal residence in Ireland. Image credit: Waterford*

A rose bowl, shallow bowl and pillar candlestick holders stay true to archival contexts, each playing with texture, whether it be through etched glass or frosted bases.

The three new designs themselves are varied, and the talents who showcase Waterford's latest collection in campaign imagery follow suit, as seniors and young people, skin tones of all shades and bodies of many sizes meet for the campaign.

The move takes an otherwise heritage-focused spot and infuses it with a contemporary nature.

*Waterford presents a reimagined collection for all ages*

This multigenerational framework falls right in line with demands from modern luxury consumers ([see story](#)), who are increasingly showing a preference for luxury brands that honor representation ([see story](#)), individuality and other personal values ([see story](#)).

The trend has swept prestige retail up in a wave of inclusivity for the last few years ([see story](#)), with no signs of dissipation.

Waterford appears to be for this movement, stating that the growing Lismore Arcus collection is an embrace of the "youthful spirit and effortless style of a new generation."

"Waterford has honored their Irish legacy with a nod to their stunning cathedrals and also realized the modern consumer wants everyday luxury," said Ms. James.



*Waterford presents contemporary items that it shares can transform homes into "luxurious sanctuaries." Image credit: Waterford*

"This collection provides this," she continued. "Our proprietary research in the Luxury Mindset also shares that luxury is a reward for hard work.

"When consumers enjoy this new collection they will be reminded of their hard work and treating themselves to this everyday luxury elevates their experience."

Off color

Waterford's black-and-white campaign joins a slew of other luxury houses that are similarly making the choice to try out minimalistic creative treatments.



*Waterford's gothic architecture-inspired crystal is captured in black-and-white. Image credit: Waterford*

Italian fashion label Versace recently did so for its fall/winter 2023 collection, which involved Russian model Irina Shayk and American models Gigi Hadid and Anok Yai. Just as the crystal maker's video places women in central positions, stars from Versace's ad also embodied confidence ([see story](#)).

Spanish fashion label Loewe included black-and-white imagery amid colorfully bottled perfumes for "Botanical Rainbow" ([see story](#)). Inclusivity was also a highlight of the release, while the palette kept all eyes on the merchandise itself.

Though playful colors and louder luxury items are trending ([see story](#)), perhaps the high-end marketing pendulum is beginning to swing back toward more muted looks.



*Waterford's latest visuals are abstract in nature, featuring close-ups of diverse women and their luxury crystalware. Image credit: Waterford*

"As a luxury and attention expert, I noticed the elegance of the black-and-white photography to allow the product to stand out, and also the clever use of music to emote a feeling of desire for these products to be part of your collection," Ms. James said.

"The move for many luxury brands to remove the clutter' and noise' from campaigns by reducing colors and moving to black and white (think the Versace Fall Collection or Tiffany & Co. models wearing black and only featuring their patent blue for color) helps consumers focus on the product, not only grabbing their attention, but keeping it."