

JEWELRY

Swarovski celebrates 'Wonder of Love' with Valentine's Day collection

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The brand has crafted a jewelry, handbag and eyewear collection for Valentine's Day, inclusive of pieces for both men and women. Image credit: Swarovski

By EMILY IRIS DEGN

Austrian crystal and jewelry designer Swarovski is preparing for an upcoming holiday.

The brand has launched The Wonder of Love, releasing new marketing in honor of Valentine's Day. Rather than simply repositioning existing products in ads for the observance, Swarovski is instead floating men's and women's styles designed with couples in mind, in light of luxury jewelry's next tentpole calendar moment.

"The strongest marketing move Swarovski made for this collection and campaign is launching fresh products that are on theme for the holiday and not making it a hard sell," said Donnie Pacheco, CEO of [Donnie P. Consulting](#), Seattle.

"The fact that this campaign is designed for, and includes a specific collection, is what makes this jewelry campaign stand out," Mr. Pacheco said. "It is not just a product repackaged in a Valentine's Day ad.

"This collection is launching specifically for the holiday."

Mr. Pacheco is not affiliated with Swarovski, but agreed to comment as an industry expert.

Love is evergreen

Swarovski's campaign evokes visions of lovestruck gifting, labeling the line's jewelry, eyewear and crystallized handbags "shimmering keepsakes" for all to share.

A 15-second-long advertisement showcases the craftsmanship of its Valentine's Day selections: operated by hand models who don rings and bracelets, windup music machines feature the glittering products, which act as bespoke box toppers.

The slot holds a touch of magic and heritage. The music box was invented in the Alps centuries ago, connecting the assets back to the company's home.

Swarovski presents The Wonder of Love for Valentine's Day

"The campaign, like many others, taps into emotion," said Mr. Pacheco.

"It has the nostalgia of a windup jewelry box and player, and simply states the name of the collection: The Wonder of Love," he

said. "The name alone invokes emotion and the campaign steers clear of being a hard sell, instead simply presenting product and invoking emotion."

Designed by Giovanna Engelbert, global creative director at Swarovski, the collection is shaped completely around Valentine's Day. Its contents are intended to be gifts for girlfriends, boyfriends, wives, husbands, friends or loved ones, as men's products appear alongside women's. The population is rarely spoken to by luxury jewelry advertising, short of narratives based around them spoiling their female partners ([see story](#)).

With savoir-faire supporting the drop, the same exercise that highlights sharp, masculine details involves hyper-feminine and rosy-hued gems. The duality not only furthers gender representation in the space, but maximizes purchase potential.

"Our Valentine's collection celebrates the wonder of love with shining pieces to give and to cherish," said Ms. Engelbert, in a statement.

"There are so many techniques at play, like the dancing stone at the heart of the Hyperbola pendant which captures that magical feeling of love as it sparkles with every movement," she said. "There is also an antique and vintage feel to the design, with its halo of pearl borders, which is inspired by the love tokens my mother and grandmother received from their sweethearts."

Timeless elements could potentially help extend the life span of the release.



As men's and women's items are advertised, Swarovski is also promoting a more inclusive range of sizes. Image credit: Swarovski

Though the collection was made for Valentine's Day gifting, both its aesthetic, which is based on antiques, and its core symbols are worn year-round.

"While this collection is launching specifically for Valentine's Day, it is still an evergreen product," said Mr. Pacheco.

"Hearts sell year-round, which lessens any inventory risks because there is no pressure to clear through all inventory in this short selling period."

Love conquers luxury stall

Swarovski's collection is versatile, playing up strategies that could bring success and sales even after Valentine's Day ends.

Outside of marketing toward all genders and relationships, it appears the company has taken note after a challenging winter gifting season for the sector.

"The smartest thing Swarovski did with this collection is pricing," said Mr. Pacheco.



The yellow tint of some Valentine's Day jewelry pieces could suit post-holiday occasions and outfits. Image credit: Swarovski

"Valentine's Day is a lower price point holiday and this collection is right in the sweet spot," he said. "It has a range of price points that hit a vast majority of budgets, allowing people to give a luxury gift that they otherwise may not have been able to afford."

In the past, luxury players have tried casting a wider net, looping neighboring holidays in their efforts ([see story](#)). Lunar New Year has been an especially popular tactic this cycle ([see story](#)).

Early to the party, Swarovski stands out in its resolve to celebrate the day of love. The cost of its accessible luxury items may also resonate right now.

"Consumers have pulled back spending as the economy continues to be quite uncertain and unpredictable," said Mr. Pacheco.

"When there is uncertainty, people pull back and luxury is typically the first sector to be hit," he said. "Valentine's Day is historically a lower price point holiday and this year will likely see that really come into play with consumers paring back even more, which will have an outsized impact on luxury."