

MULTICHANNEL

## Lazare rebrands through nationwide multichannel campaign

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By RACHEL LAMB

Lazare Kaplan Intl. is looking to highlight its legacy through a new multichannel rebranding campaign called Lazare 2012 that spans mobile, digital, in-store and print efforts for its new bridal collection.



The collection emphasizes timeless, modern bridal designs, according to the brand. In addition to advertising on a bevy of marketing channels, Lazare is also working with various retailer partners nationwide to form in-store marketing plans.

"The strategy behind the launch of this campaign is focused on reaching the millennial bridal consumers and providing Lazare retail jewelers with tools to provide a unique experience through various mediums," said Christine Tobias, social media marketing and sales coordinator at **Lazare**, New York.

"We simplified our brand message and modernized the look and feel of the Lazare brand to cultivate a more romantic, emotional connection," she said.

The campaign was created by **Levine Design Group**.

Diamond in the rough

Lazare 2012's tagline is "You Just Know," as in, when a person sees a Lazare diamond,

“they just know.”

The collection was first revealed at the Luxury and JCK shows in Las Vegas earlier this week.

Lazare’s collection is targeted toward millennial brides and will reach them through various efforts.

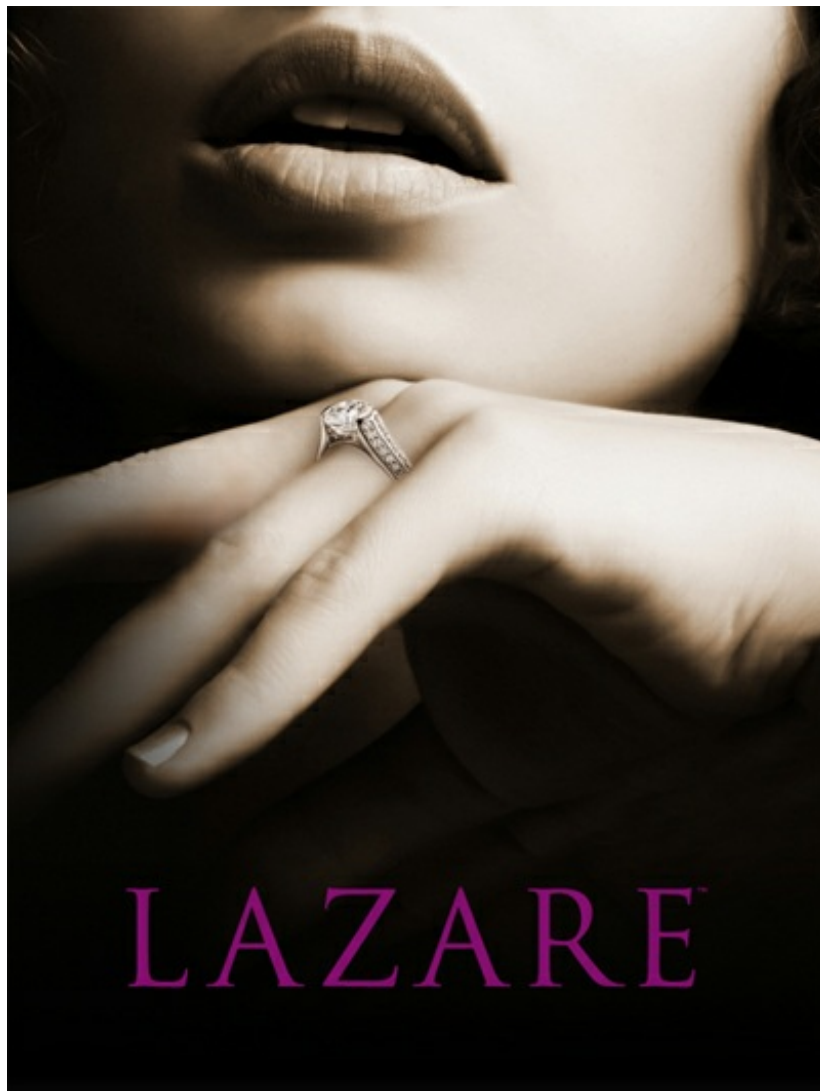
The print campaign will be featured in various lifestyle and luxury publications throughout the country.

"Print advertising remains an extremely important marketing channel for our brand and to our retail partners across the United States," Ms. Tobias said. "Direct marketing in the form of product brochures, pamphlets, advertising and eye-catching brand imagery comprises the tangible Lazare brand marketing package.

"There is still great value in providing material that the consumer can walk away with and read at their leisure," she said.

In addition, there will be online and mobile efforts to complement the campaign.

"Mobile marketing has proven to us and continues to be a growing and effective tool to relay the Lazare brand message and other useful diamond information to the consumer," Ms. Tobias said.



## *Lazare "You Just Know" campaign*

Lazare is also focusing on its retail partners, per the brand.

"This is a major component of our retail partnership program," Ms. Tobias said. "We chose to have a Web component because that is where we will reach today's bridal consumers."

"Moreover, the web component allows us to directly connect with millennials through our embedded element on Lazare retailer's Web sites and social media channels," she said.

The retailers will provide the material in whatever format they feel is a best fit for their local market area.

Lazare claims to be the first branded diamond. Therefore, its tagline and new campaign helps to emphasize what it says the industry has known all along: "when it's a Lazare, you just know," per the brand.

### Diamond a dozen

In a saturated luxury market, brands have to fight to be noticed. Therefore, many of them are rebranding their images with multichannel and engaging campaigns.

For example, Crystal Cruises released its first smartphone application that enables travelers to share photos via social media, email and traditional mail as part of its multichannel rebranding effort ([see story](#)).

In addition, British automaker Jaguar is recharging its batteries with a label makeover set in motion with a multichannel "Alive" campaign ([see story](#)).

Also, Trump Hotel Collection is looking to reach more consumers through a multichannel campaign called "Live the Life" that promotes living without compromise and encourages guests to seize opportunities in travel and life ([see story](#)).

A rebranding effort could be what brands need to strengthen their place in the market and refresh their image, no matter what industry they are in.

However, it is important to stick to the original brand DNA unless brands run the risk of becoming unrecognizable or turning off loyal customers.

Each medium was used for different reasons, but an emphasis was on retailer partnerships. Therefore, Lazare placed certain efforts on online marketing.

"This campaign adds credibility and value to Lazare as the source for quality diamonds," Ms. Tobias said. "This campaign already resonates with our retailers because they know Lazare as the diamond to present to their most discriminating clientele."

"It is all about retailer and consumer confidence when it comes to purchasing quality diamonds," she said.

### Final Take

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

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