

MULTICHANNEL

## Swarovski makes spectacle with user-curated art display

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By TRICIA CARR

Precision-cut crystal maker Swarovski is enticing foot traffic in its London stores with an in-store art exhibit designed with contributions from the brand's social media fans to capitalize on the attention the city is receiving due to the 2012 Olympics.

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**Luxury Daily**

Consumers who visit the Swarovski flagship store on Regent Street will see a live transformation of the store windows by illustrative team Good Wives and Warriors as part of the Iconic London campaign. The reason for the campaign is to offer a city-exclusive preview of the fall/winter 2012 collection, which is available only in the eight stores in London at this time.

“The Iconic London campaign provided an opportunity to foster valuable word-of-mouth engagement to our fashionable female consumers, as well as presenting a preview of our forthcoming fall/winter 2012 collection in a credible way,” said Hayley Quinn, managing director at [Swarovski](#), London.

“The strategy was devised to create an exciting and interactive retail experience at a time when there is a massive global focus on London, and footfall in the main shopping areas is significantly increased,” she said.

“We wanted to provide visitors to London with a unique Swarovski experience not found elsewhere in the world, capturing the energy and excitement within the city.”

Timing is right

The Iconic London campaign is raising awareness for the exclusive retail preview of Swarovski’s fall/winter 2012 collection called Kingdom of Jewels. Elements of the collection as well as fan ideas submitted via social media will be incorporated into the window display.

The first window painting session by Good Wives and Warriors began July 16 at the Regent Street store and was completed over two days. On July 31, another live painting will be completed at the same store.



*Good Wives and Warriors painting*

The store will transform from a crystal forest to a kaleidoscopic world of colorful, dreamlike illustrations that are inspired by London, per the brand.

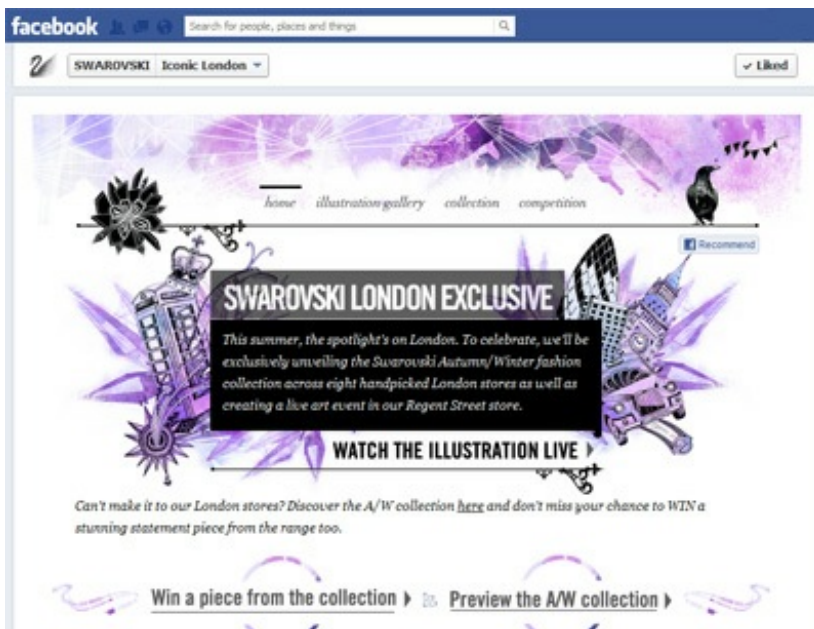
Seven additional Swarovski stores in London are also hosting the preview of the fall/winter collection and will feature works by Good Wives and Warriors.

At all London store locations July 16-August 12, consumers can view and purchase the collection.

Swarovski is getting its customers outside of London involved with the campaign by asking for content submissions via Facebook and Twitter, with hashtag #IconicLondon, to be incorporated into the Regent Street window display.

Users can tell Swarovski how London inspires them via social media and those ideas and names are drawn on the design.

In addition, a Facebook application hosts an image gallery of the collection, a live-stream of the painting and a contest. Users must answer a trivia question and fill out a registration form to enter to win one piece from the collection each week for four weeks.



### *Facebook app*

Swarovski announced yesterday which Facebook and Twitter users' ideas were incorporated into the paintings by posting images of their names on the work in the app's image gallery.



### *User names in painting*

Furthermore, Swarovski held an Iconic London event with Britain's Wonderland Magazine July 16 at its Regent Street store to create buzz for the campaign and the launch of its fall/winter collection.

### *Sparkling city*

The Swarovski brand has undertaken another live spectacle this month in Shanghai, which it rounded out with interactive social and mobile aspects.

The brand is enticing public involvement in its Shanghai exhibit with touch points that interact with local Chinese consumers as well as those around the world ([see story](#)).

The Sparking Secrets exhibit opening ceremony was streamed online via Chinese social media platforms and Facebook. There was also a live tweet and photo stream on platforms including Sina Weibo, Tencent Weibo, Kaixin, Facebook, Instagram and Pinterest.

In addition, Swarovski is using Chinese mobile check-in app Jiebang to give select users free admission to the exhibit as well as QR codes and a virtual fitting mirror on-site to increase interactivity.

Similarly, the Iconic London campaign is letting consumers around the world get involved in a localized event via social media.

“Social media is so relevant for our fashion consumers that if we want to ensure Swarovski remains fresh and salient amongst our current and potential customers, we need to continue to innovate our communications and talk to them within a platform that is relevant,” Ms. Quinn said.

In addition, the focus of this effort is to reach fashion-savvy consumers as Swarovski’s multichannel campaigns often do.

Swarovski uses Facebook apps for this purpose, such as the Be Amazing campaign during which the brand asked fans to make videos of themselves dancing in virtual Swarovski sunglasses to win eyewear from the brand’s new collection ([see story](#)).

“Swarovski has very definite demographics for campaigns undertaken,” Ms. Quinn said. “The Iconic London project targets our more edgy fashion customer who likes being at the forefront of fashion, trends and attending happenings around the British capital.

“She likes art and design and is an ardent user of social media to source ‘cool’ events such as gallery openings and exhibitions,” she said.

Final Take

*Tricia Carr, editorial assistant on Luxury Daily, New York*