

INTERNET

Lagos celebrates 35th anniversary via founder-narrated social video

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By RACHEL LAMB

Philadelphia-based jeweler Lagos is celebrating its 35th anniversary through a video where founder and designer Steven Lagos explains the inspiration behind the new fall collection.

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Luxury Daily

The 90-second video shows sketches from current and past collections, the Lagos headquarters in New York and Mr. Lagos reflecting on the past 35 years. It is set to be released on the Lagos social media channels.

“The celebration of our anniversary is a unique opportunity to share with our fans the creative vision of our designer and the collections he designed to mark the occasion,” said Isabelle Scarchilli, marketing director of **Lagos**, Philadelphia. “It is also part of our overall strategy to give more visibility to Steven Lagos’ creative process.

“If you know the story behind a piece of jewelry, it just gives to it a different dimension,” she said. “The people who have been loyal to our brand for a long time know Steven Lagos, but what about the customer who bought her first piece two weeks ago?”

“This is a great way to introduce the brand to new customers 35 years later.”

[Link to the brand](#)

The 35th-anniversary collection from Lagos celebrates all of its past collections. It takes ideas from some pieces and has updates on others.

Each collection touches on Lagos signature designs such as the link, the fluting and caviar.

However, this is about going forward rather than backward – the collection focuses on the Lagos design and how it has evolving.

One example is the fluid design of the Pirouette pieces, where Mr. Lagos wanted to focus more on asymmetry when the designs have almost always been symmetrical.



Pirouette

Also, the birdcage necklace in this collection actually has a small bird inside, which is a “secret for the wearer,” Mr. Lagos said in the video.

“Each collection is playing with our signature designs in a fresh, updated way,” Ms. Scarchilli said.

The video has been released on Lagos’ Facebook and YouTube page, and is also available on the Lagos Web site.

Lagos 35th anniversary video

Video star

Even though Lagos has not been around as long as other luxury jewelers, it still has a

history and body of work from its conception.

Therefore, a social video that allows consumers to delve into the brand's history is a way that many luxury marketers are transitioning into a more accessible label.

For example, Cartier's L'Odyssée de Cartier centers on the journey of a panther while showing some of Cartier's timeless jewelry and watches in settings such as India, Russia and France that serve as inspiration to the brand.

The film, which took place over three months, tells Cartier's history. It started out as jeweler to European royalty.

It is also a savvy trick for Lagos to use its founder in the video. Humanization makes brands seem more approachable and less of a faceless corporate entity.

The fact that consumers actually see Mr. Lagos talking about the brand, its evolution and his experiences could help build brand affinity and, ultimately, loyalists.

"That perspective is where lay true authenticity and differentiation from other brands," Ms. Scarchilli said. "That's the essence of emotional luxury.

"In our case, Steven Lagos is truly the creative epicenter of the brand – not just a name," she said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York