

IN-STORE

Christofle launches new flagship via event, limited-edition products

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By RACHEL LAMB

Silversmith Christofle is celebrating the launch of its new flagship in New York through event marketing, digital efforts and limited-edition products in the store.

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The new, 1,432-square-foot store is on Madison Avenue in New York. The store was specifically designed to reflect the Christofle brand through craftsmanship and products.

Mirror of the brand

The store was designed to emphasize Christofle silver. In fact, each element of the store speaks to properties of silver including reflection, perception and flawlessness.

The back wall has silver trays hanging from it and a dedicated jewelry display is the first aspect that consumers see when they visit the store.



Christofle store

Christofle items in the store include flatware, hallowware, jewelry and specialty and hand-made pieces.

Collections will include those such as Orientalism, Naturalism, Belle Époque, Art Nouveau and Art Deco.

Also, pieces from collaborations with artists such as Emile Galle, Man Ray, Christian Fjeringstad, Lino Sabattini, Albert Ernest Carrier-Belleuse, Gio Ponti, Andree Putman, Clara Halter, Richard Hutton, Karim Rashid, Claudio Collucci, Shinsuke Kawahara and Marcel Wanders are available.

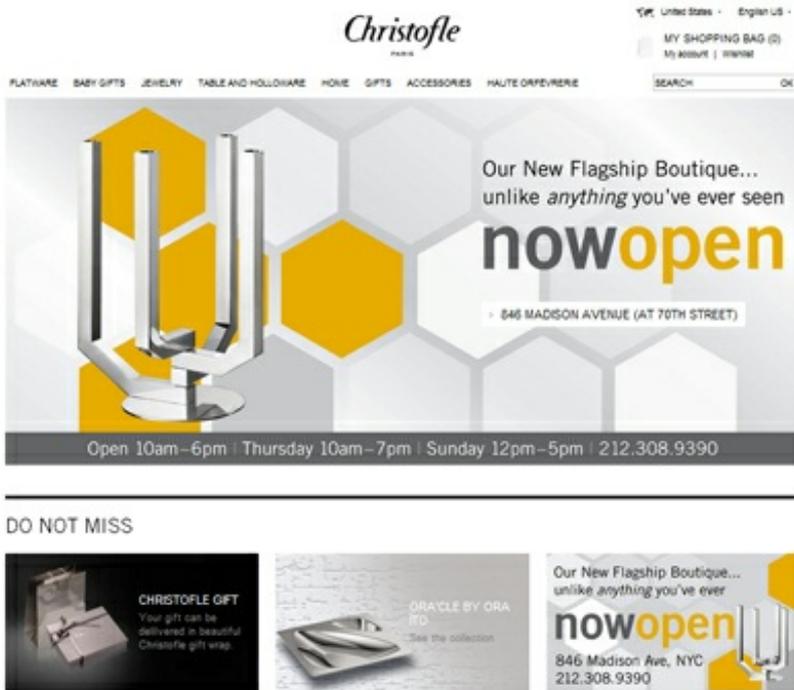
To celebrate the new global flagship, there will be three limited-edition silver trays only available for purchase at the new Madison Ave. store.

The trays reflect original designs by Mrzyk & Moriceau, Stéphane Parmentier and Charles Barsotti that were engraved in Christofle's Haute Orfèvrerie workshops in Normandy, France.

There have been 54 editions of each tray created as a reference to the first Christofle boutique to open in New York 54 years ago.

Christofle also feted the new store with a party last week that was attended by guests such as Rebecca Minokff, Adelina Wong Ettelson, Amanda Ross, Eva Jeanbart-Lorenzotti, Debbie Bancroft and Pamela Fiori.

The Christofle Web site and social media pages are being used for marketing, as well.



Marketing on the Web site

All in the details

Marketers have been using various ways to market their new stores.

For example, British retailer Burberry recently unleashed its most technologically-advanced property in the heart of London that is designed to increase customer engagement and in-store sales through a digital and tactile experience that shows off the brand heritage.

The 44,000-square-foot store in Regent Street in London was developed as a physical expression of Burberry.com, fully immersing shoppers in a combined digital and physical experience. Key features include 100 screens, the tallest indoor retail screen in the world and 500 speakers.

Burberry is pushing the new store via social media and limited-edition collections in-store ([see story](#)).

Meanwhile, Tiffany & Co. used targeted mobile banner ads and an in-store catalog to draw consumers to its new store in SoHo in New York.

Also, it celebrated the store opening by allowing artists to create images of what they believe true love to be on the hoarding that surrounded the storefront.

Throughout the summer, artists added to the hoarding to create murals inspired by True Love ([see story](#)).

Since stores are a physical representation of the brand experience, it is obvious that marketers want their image to come across in their boutiques.

Final Take

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