

MOBILE

David Yurman taps Instagram for spring lifestyle push

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By TRICIA CARR

Fine jewelry maker David Yurman is leveraging the brand's presence on mobile-social application Instagram by incorporating customer images into its spring collections push.

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Luxury Daily

The jeweler is adding an Instagram element to its spring campaign to capture consumers' own styling of its new lines via the #DavidYurman hashtag. Luxury marketers should look to establish a branded Instagram hashtag to use for current and future campaigns and up engagement on the mega-popular mobile app.

"Instagram is a great tool for luxury brands to leverage because content is king, and photos are the best kind of content," said Brittany Mills, director of client services at **B Culture Media**, Atlanta. "Luxury products are represented as more than just a product - they are represented to fit into a lifestyle and consumers are able to capture that via pictures and Instagram.

"If a brand is wanting to engage with their audiences via Twitter or Instagram, the use of hashtags is extremely important," she said. "It allows brands to monitor conversations as well as create extended reach.

"Especially with a luxury brand, consumers like to associate themselves with that lifestyle

and product so they are inclined to share more frequently."

Ms. Mills is not affiliated with David Yurman, but agreed to comment as an industry expert.

David Yurman was not available to comment before press deadline.

Colorful campaign

David Yurman is asking consumers to share their take on "the season's freshest hues" through its "Show Your Colors" Instagram campaign.

Consumers can upload an image of their signature David Yurman look and tag it #DavidYurman for a chance to become a part of the campaign.

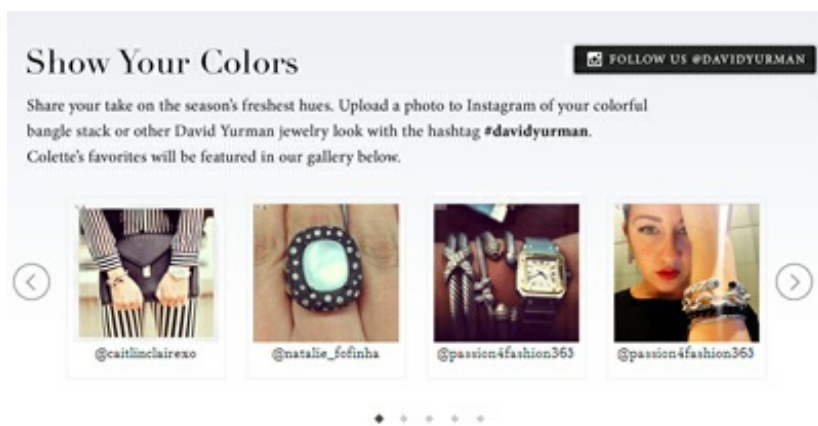
The mobile-based effort is a part of "The DY Edit" app on the jeweler's Facebook page where executive style director Colette Neyrey shares the sources inspiration for the three spring lines as well as her favorite Instagram images.

The Facebook app features three sections – Vivid Brights, Black & White and Sky & Sea – that represent new spring product lines. Consumers can click to shop certain items and the entire collection.



Facebook app

Next is the curated Instagram image gallery and a "Meet Colette" feature.



Gallery

On Instagram, there are more than 22,000 images tagged with #DavidYurman. Though these are not all necessarily meant for the spring campaign, the activity shows that there is interest brewing for the brand among the app's users.

David Yurman likely tapped the conversation happening on the app in an effort to control the content and acknowledge brand loyalists.

"Instagram is an excellent social media channel for a luxury jewelry brand because it's a visual platform that engages audiences with beautiful photography," said Christine Kirk, CEO of [Social Muse Communications](#), Los Angeles. "Instead of telling their audience about their high-end jewelry, David Yurman can show the glitz and glamour of their jewelry using Instagram.

"An Instagram hashtag does two things – it helps build awareness for a brand as the hashtag becomes more popular and more people start using the hashtag, and it is also an analytics tool for the brand to be able to track the overall success of a campaign since a hashtag acts like a cataloguing tool for images uploaded to Instagram," she said. "This same concept applies to using hashtags on Twitter."

Popularity contest

While it is safe to say that Facebook is the social media king at the moment, Instagram is becoming increasingly popular among affluent consumers.

Use of the channel by fashion brands has been exploding so far this year.

For example, online retailer Net-A-Porter is feting the 15th anniversary of fashion house Matthew Williamson with mobile marketing efforts that incorporate a mobile-social competition and Instagram takeover by the designer ([see story](#)).

In addition, precision-cut crystal maker Swarovski bolstered its brand presence on Instagram through a contest that tied in with its spring/summer campaign.

Swarovski partnered with 52Grams, a mobile platform where brands can curate shoppable look books from Instagram images, to host the "Style Scene of Carnival" competition and engage its customers on a platform they often use ([see story](#)).

Running a contest along with an Instagram hashtag campaign could up its reach.

However, marketers should consider that contests invite aspirational consumers who often do not have the means to purchase the items showcased in the campaign.

David Yurman's campaign requires participants to own an item, so it will likely engage its existing customers and loyalists.

Also, it is using a forever-relevant hashtag, #DavidYurman.

"Online contests and giveaways can potentially devalue a luxury brand if not done in the right way, so many brands shy away from it altogether," Ms. Kirk said.

"However, most audiences online ask 'what's in it for me' when sharing a brand's content, so to not offer any kind of incentive for people to participate in your online campaign, a brand can end up with a less amount of people participating than if they had offered a prize," she said.

"There are ways to do contests and giveaways while still preserving the luxury focus of the brand, so when possible to do so, these tactics are helpful in securing more views with a wider audience."

Final Take

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