

INTERNET

## Tacori explains target customers via behind-the-scenes video

August 5, 2013



By JEN KING

U.S. jewelry brand Tacori is taking fans behind the scenes of its Par Chance video campaign to explain what it means to be a "Tacori girl" through exclusive interviews.

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**Luxury Daily**

The Par Chance video was released in December 2012 and the continuation of this campaign gives an in-depth look into Tacori's target audience by comparing personality traits of ideal consumers to the jewelry brand's collection. Comparing products to characteristics of consumers may help consumers feel more connected to the brand and therefore, more inclined to purchase products.

"The follow-up behind the scenes video was intended to expose the audience to the lifestyle and interests of a Tacori girl," said Elspeth Ross, strategist at [Siegel + Gale](#), New York.

"Portraying down-to-earth model Gabriella Lopez as a frequent wearer of Tacori merchandise adds an aspirational quality to the brand, while keeping it accessible - she's the girl you might have a half-chance of being," she said. "The video frames the essence and mood that Tacori accessories provoke and the behind-the-scenes video allows viewers to get deeper into the brand."

“It’s limited in its usefulness for generating a second wave of interest, but it does offer another way for people to discover and find their way through the brand.”

Ms. Ross is not affiliated with Tacori, but agreed to comment as an industry expert.

Tacori was unable to comment directly.

Par chance

Released in late 2012, the Par Chance video tells a love story of a couple who meet in a taxi "par chance."

The narrator takes the viewer through his thought process as he reminisces about the woman he is in love with.



*Par Chance still*

In each scene of the three-minute video, the woman is seen wearing pieces from Tacori’s fashion and bridal collections.

The video was also meant to publicize the brand’s newest collection, City Lights.

Par Chance, directed by Steve Antin and shot by Thomas Nutzl, was featured in print as well as television advertisements.

Embedded Video: [//www.youtube.com/embed/ctrMiHfPz-g?list=PLS80tVzoov6JP-rgjFFhL8fybFoisxvSu](http://www.youtube.com/embed/ctrMiHfPz-g?list=PLS80tVzoov6JP-rgjFFhL8fybFoisxvSu)

*Par Chance video*

In “Are you a Tacori girl?” the viewer is given an inside scoop from Tacori’s founder, his children and the model featured in the Par Chance video.

The minute-long video begins with clips of model Gabriella Lopez being dressed to film Par Chance.

Embedded Video: [//www.youtube.com/embed/vOS92W2ZuoQ](http://www.youtube.com/embed/vOS92W2ZuoQ)

*Are you a Tacori girl?*

Next the video goes between clips of interviews with Tacori founder Haig Tacorian and his children Paul Tacorian and Nadine Tacorian Arzerounian, who play an active role in the company.

Each of the four individuals featured in the video explain what a Tacori girl is.

Terms used to characterize a Tacori girl include natural and classic beauty, one who pays attention to detail and has the desire to wear something unique.



*Video still*

Brand enthusiasts are likely to use Tacori's jewelry as a way to express their personal style.

In one interview segment, Ms. Lopez tells the viewer which pieces are her favorites from the collection.

Ms. Lopez's opinion is important to include in the video because it allows the viewer to better understand why she was chosen from the role in Par Chance. She becomes the embodiment of a Tacori girl.

Mr. Tacorian continues to explain to the viewer that the brand's collections are meant to be thought of as heirlooms with a modern twist that will still be in style years later.

Pieces from the collection featured in the Par Chance video are shown in detail.



## *Video still*

The City Lights and fashion collections include necklaces, bracelets, rings and earrings. A Tacori engagement ring is featured in the Par Chance video.

As the video ends, the screen fades to white as Tacori's logo appears.

## Who what wear

Brands aiming to show more personality in advertisements use video content to achieve this by highlighting the personalities of both products and its models.

For example, fine jewelry maker David Yurman shows off its fall collection through a video that pays homage to the photographer who has captured 12 years of advertising images and upholds the personalities of campaign models.

The collection itself is a representation of each model's personality, but the video gives credit to photographer Peter Lindbergh for capturing the essence of David Yurman through the images. The video also is staying with the growing trend of brands showcasing the personalities of the models featured in ads ([see story](#)).

In addition, French fashion house Chanel is promoting its fall/winter 2013-14 pre-collection through a microsite and new video created by creative director Karl Lagerfeld.

The "Women Only" video stills that are displayed on the microsite show the model's name and a description of her outfit. Consumers are encouraged to watch a four-minute and 30-second video of Chanel's models entering a theater and preparing to view a film to help them visualize the fall-winter collection ([see story](#)).

Brands seeking an increase accessibility among consumers may benefit from showcasing brand DNA.

"This video is intended for young adults and women who want to stand out as unique, independent, individuals," Ms. Ross said.

"Tacori is for women who aspire to possess a natural beauty that evokes everyday timeless glamour," she said. "The targeted audience prefers modern accessories with a classic, heirloom charm.

"From a strategic perspective, the video incorporates the brand into a way of life, presenting Tacori accessories as more than just a commodity."

## Final Cut

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/EPbnaMjoFk4](http://www.youtube.com/embed/EPbnaMjoFk4)