

IN-STORE

New York's Carlyle Hotel houses Sotheby's Diamonds pop-up shop

December 10, 2013



By JOE MCCARTHY

Sotheby's Diamonds set up a pop-up stop Dec. 6-8 in The Carlyle Hotel, New York to stimulate interest in its latest collection during the peak shopping season.

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The diamond purveyor set up a pop-up shop in the hotel's lobby for diamond enthusiasts and Carlyle guests. In addition to New York, the collection is available for purchase in Beijing, London and Hong Kong.

"I think it's a great idea," said Gary Henderson, founder/CEO of [Interactivity Marketing](#), Conway, SC. "They are taking high-end merchandise directly to the consumer who has the means to purchase it."

Mr. Henderson is not affiliated with Sotheby's Diamonds, but agreed to comment as an industry expert.

[Sotheby's Diamonds](#) was unable to respond by press deadline.

Pit stop

Consumers who were interested in attending the event were asked to sign up beforehand on the Sotheby's Diamond Web site.

In addition to the brief appearance at the Rosewood Hotels-owned Carlyle Hotel, the collection can be viewed at the brand's salons in New York, London and Hong Kong. The other temporary stop took place in Beijing.

Collection highlights can also be viewed on the events page. The Ricci Ring has a 5.03 carat diamond and is set in 18k white and 18k yellow gold.



Ricci Ring

The Snake Ring is mounted in platinum and features a 5.04 carat diamond.



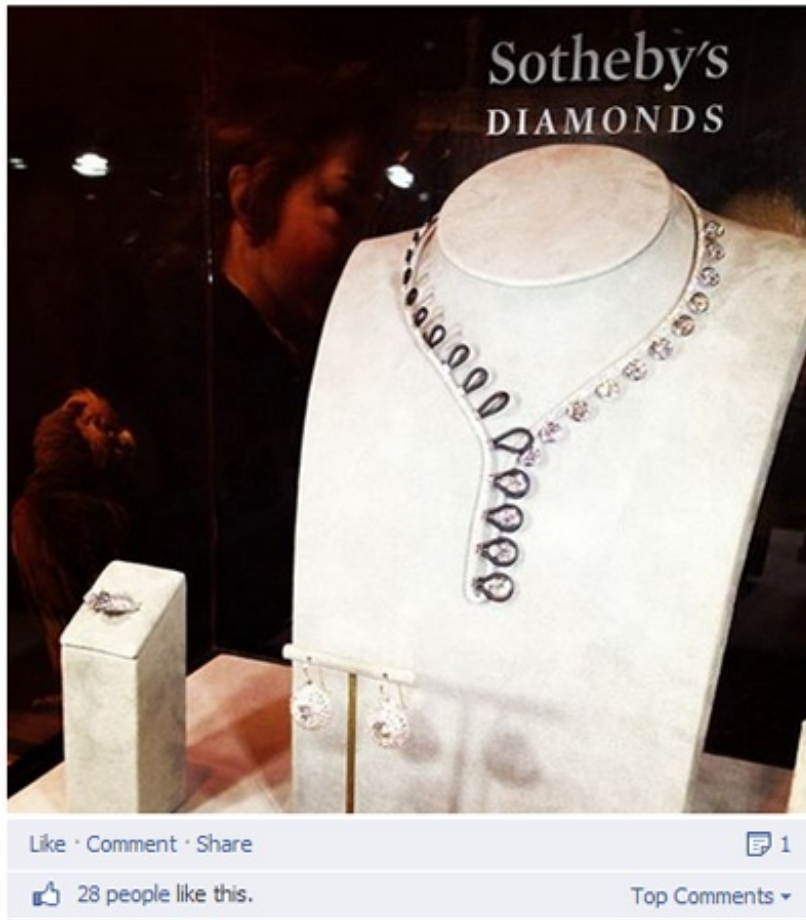
The Snake Ring

Other items include the Durian Ring, the Basket Ring, the Wishbone Ring, the Twist Ring and many more.

Although the pop-up shop only made a brief appearance, it allowed the brand to garner fresh interest in the collection.

The Carlyle Hotel also generated exposure for the collection via its Facebook page.

This weekend Sotheby's Diamonds has set up a pop-up shop in our lobby just in time for holiday shopping. After all, diamonds are a girl's best friend



The Carlyle Hotel Facebook page

Mutual traffic

Hotel brands have always played a vigorous role in driving retail traffic.

For instance, New York's The Mark Hotel targeted affluent shoppers with an initiative that gave guests 24/7 access to a personal shopper at department store Bergdorf Goodman.

The partnership allowed both the hotel and the retailer to continue to serve customers around the clock. Luxury hotels should strive for exclusive offerings to keep affluent travelers interested ([see story](#)).

Occasionally retailers will team up with even more exclusive pockets of consumers.

Also, department store chain Barneys New York partnered with vacation and travel club Exclusive Resorts to host private in-store shopping experiences for club members.

Through the "Locked In" events, club members were able to participate in a number of exclusive in-store events at Barneys locations around the country. Barneys and Exclusive Resorts likely benefited from this partnership since both brands target similar consumers ([see story](#)).

Although Sotheby's Diamonds will not be able to accumulate traffic from word-of-mouth, the brief appearance likely piqued the interest of affluent consumers in the area.

"It's a great use of out-of-the-box marketing with their ideal consumer," Mr. Henderson said.

Final take

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