

IN-STORE

## Boucheron crafts \$20K jar for La Mer to be sold exclusively at Harrods

December 13, 2013



---

By JEN KING

Estée Lauder Cos.' La Mer partnered with French jeweler Boucheron to create a limited-edition decanter for its Crème de la Mer moisturizing lotion that is available exclusively at London department store Harrods to appeal to affluent consumers.

**Sign up now**

**Luxury Daily**

The 10-piece collaboration highlights the jeweler's craftsmanship while enhancing the allure of La Mer products. Partnering with a single retailer guarantees exclusivity and will likely benefit Harrods due to the increase foot traffic of a limited-edition gift item.

"Harrods has demonstrated several times now their ability to create synergy from the collaboration of exclusive brands," Dave Rodgerson, a Toronto-based retail analyst and consultant. "Doing this has built a reputation for unique innovation.

"In turn, this cannot be copied because of the exclusive nature of the relationships they create," he said.

"In a world where being distinctive is so critical, they have become masters of the technique."


Mr. Rodgerson is not affiliated with Boucheron, La Mer or Harrods, but agreed to comment as an industry expert.

Boucheron did not respond by press deadline.

Jar appeal

Each of the participating brands and retailers have promoted the limited-edition jar designed to hold a 100ml container of Crème de la Mer moisturizing lotion on their Facebook pages. Boucheron, Harrods and La Mer posted nearly identical posts to increase exposure among its own fans.

The posts briefly describe the mother-of-pearl jar with accompanying photos and notes that there are only ten available in the world, sold exclusively at Harrods for the holiday season. Either set within the first post or in a separate mention the brands included a video displaying a Boucheron jeweler crafting the jar.


 Harrods Timeline Recent


---


**Crème de La Mer by Boucheron**  
Celebrating exceptional style, creativity and luxury, Crème de La Mer collaborates with legendary French jeweller, Boucheron, to create a limited-edition mother-of-pearl case, designed to house the original, coveted Crème de la Mer Moisturising Cream. With only ten numbered jars in the world, the case features a vermeil plate engraved to identify each unique piece. This stunning creation encapsulates beauty and opulence, and is available exclusively at Harrods for the Christmas season.

Here is an exclusive sneak peak at what went into creating this exquisite case.

The full video can be seen here – <http://bit.ly/1g2ld2j> — at Harrods.



Like · Comment · Share  15

 125 people like this.

*Harrods' Facebook post*

Boucheron's two-minute video begins with a message from Boucheron and La Mer explaining the objective of the collaboration. The message states that the collaboration is "celebrating exceptional style, creativity and luxury."

Next, the video shows a Boucheron artist sketching the design of the jar before the shot fades away to show various botanical ingredients used by La Mer in its products. The video shifts back to the artist's sketch and then shows the craftsman at work.



*Video still*

In between scenes of the Boucheron jeweler polishing an oyster shell to create the mother-of-pearl used for the jar are shots of the ocean. The consumer is able to watch every step of the creative process from draft to construction in the video.

The video ends as the jeweler places a jar of Crème de la Mer lotion into its Boucheron container.

Embedded Video: [//www.youtube.com/embed/WZlkrSe85wk](https://www.youtube.com/embed/WZlkrSe85wk)

#### *La Mer by Boucheron - Limited Edition Mother of Pearl Crème de la Mer Jar*

Boucheron's container is made of mother-of-pearl and the jeweler's signature gold "Clous de Paris" details appear on the edge of the jar and outer lid's lip. The jar's cover is embellished with a blue cabochon gemstone the color of the sea.



#### *Boucheron's jar for La Mer sold exclusively at Harrods*

Harrods included the video footage and a description of La Mer's product page on the store's Web site. Including the decanter jar on the Web site will likely generate interest among La Mer enthusiasts who purchase the products directly from Harrods' ecommerce

page.

A limited-edition 100ml jar of La Mer's Crème de la Mer can be purchased at Harrods for \$473. The Crème de la Mer jar by Boucheron retails for \$20,430 and includes the lotion.

Location, location

Harrods is no stranger to exclusive products that are available only at its London store.

For example, Italian fashion label Fendi publicized its participation in London department store Harrods' Handbag Narrative exhibit by releasing a short video that showcases the craftsmanship behind its specifically designed handbag.

The video shows a Fendi craftsman creating the individual elements of the exclusive 2Jours handbag sold at Harrods ([see story](#)).

In addition, Harrods partnered with whiskey maker The Dalmore to create a new collection that will be sold for approximately \$1,490,927 exclusively at the retailer.

The Dalmore Paterson Collection contains 12 bottles of the rare whiskey and went on sale July 16 in Harrods' Fine Spirits Room ([see story](#)).

Holidays are an ideal time to release exclusive products as affluent, and non-affluent, consumers are more willing to buy extravagant gifts.

"Christmas is the one time of year when we're all a bit in danger of going over the top with gift giving," Mr. Rodgerson said. "Wealthy consumers are no different, they just do it better.

"The video which depicts the creation of the Boucheron mother of pearl jar conveys the craftsmanship of a fine jeweler," he said.

"Presenting a gift of La Mer cream in such a vessel reminds one of the gifts brought to the manger by the three kings."

With all things luxury, the more limited a products availability the more likely consumers will be interested.

"Rarity is the pillar of luxury," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "With every door that sells, the product slightly soils the object.

"Sales increase during the holidays, so it makes sense to promote when the influential are buying."

Final Take

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

Embedded Video: [//www.youtube.com/embed/nHF47-MPmZM](https://www.youtube.com/embed/nHF47-MPmZM)