

INTERNET

Boodles, Patek Philippe tout brand values via watch range promotion

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By JEN KING

British jeweler Boodles is promoting its collaborative timepieces with Swiss watchmaker Patek Philippe to show range of craftsmanship in the days leading up to Baselworld 2014 in Basel, Switzerland, March 27 through April 3.

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Luxury Daily

Since Boodles is not immediately associated with a watchmaker, but has a booth at Baselworld, the social promotion will keep the brand top of mind as watch and jewelry enthusiasts relish in debuts and innovations at the upcoming fair. Collaborations can help to elevate notoriety among a certain demographic of consumers if well-curated.

"This is a rather unprecedented move for Patek Philippe," said Sophie Terrisse, CEO of [STC Associates](#), New York. "The collaboration is an endorsement of both brands and elevates both partners equally.

"Most likely, their consumers across the channel and around the world are already connoisseurs of both brands," she said. "However, the collaboration still represents a new direction for both brands and brings a fresh approach to sharing the best of their legacies.

"The co-branding campaign between Boodles and Patek Philippe brings together two organizations that share the same values of elegance and craftsmanship, as well as an

ingrained multi-generation culture of luxury."

Ms. Terrisse is not affiliated with Boodles or Patek Philippe, but agreed to comment as an industry expert.

Boodles did not respond before press deadline. **Patek Philippe** could not respond directly.

Shared values

To build awareness for its ongoing partnership with Patek Philippe, Boodles placed a post on its Facebook to share the two brands' core values. Boodles' post notes that design, craftsmanship, manufacturing and family values are the characteristics that makes the Patek collaboration a natural fit.



Boodles

Timeline ▾

Recent ▾

Beauty from the inside out...

Proud to share a rich history of tradition with Patek Philippe: design, craftsmanship, manufacturing and family values that combine to produce true pieces of passion.
[#Precision](#) [#Craftsmanship](#) [#Watches](#)

<http://www.boodles.com/patek-philippe>



Boodles' Facebook post

No matter the industry, a collaboration between brands must have elements of similarity that resonate with followers. Placing emphasis on these shared codes is likely to attract

dedicated enthusiasts from both Boodles and Patek Philippe.

The link provided in Boodles' Facebook post lands on the jeweler's Web site where consumers can explore the watches found in the Patek Philippe collection. The Swiss manufacturer is responsible for creating all of Boodles' timepieces which further shows the jeweler's dedication to craftsmanship.

From the Patek Philippe section of Boodles' Web site, the consumer first comes across the watchmaker's "Generations" campaign video. The video sums up Patek's mantra of never truly owning a Patek watch but keeping it safe for the next generation and aligns with Boodles notion of family values.



Boodles' Web site with Patek's Generation film embedded

In the one-minute video, Patek begins with a sepia-toned narrative of a father and young son playfully interacting after the father returns home from work. As the video progresses, the age of the son increases in each scene.

The video continues to show father and son taking walks, fishing from a dock, attempting to do homework together and driving the family motorboat. Near the 40-second mark, the son has grown and the father has aged as they once again hug in the entryway of their home.

As the son leaves through the door, wearing a Patek wristwatch, the viewer understands the linear narrative that reverts to the opening scene. Patek's Generations ends with its motto across the bottom of the screen, "You never actually own a Patek Philippe. You merely take care of it for the next generation."

This quote is fitting for the video as it is safe to assume that the son's watch in the final scene was once his father's, offered as a symbol of love and support.

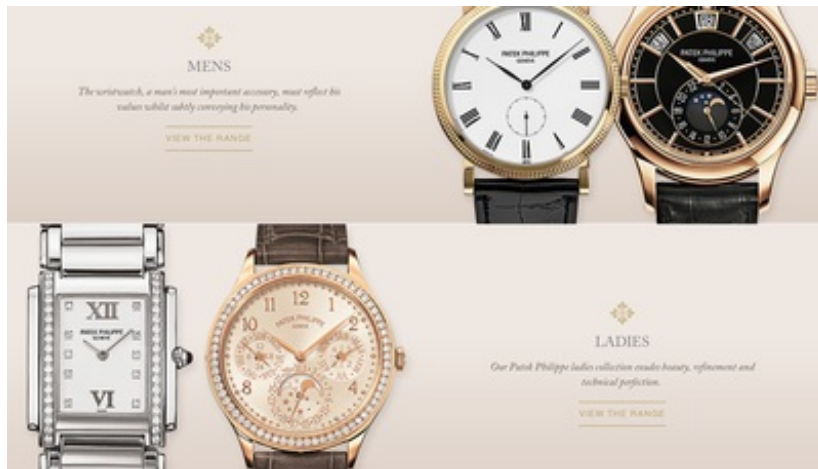
Embedded Video: [//www.youtube.com/embed/ltODEUpVz2A](https://www.youtube.com/embed/ltODEUpVz2A)

Patek Philippe's Generations campaign video

After watching the video, Boodles consumers can select either the men's collection or women's range. Each collection has a subtitle to further connect the importance of a well-constructed timepiece.

The men's section includes Boodles and Patek Philippe watches as well as cufflinks designed for the watchmaker by the jeweler.

In the women's section, watches are featured but for additional pieces such as rings, bracelets and necklaces a female consumer must explore elsewhere on Boodles Web site.



Boodles' Patek Philippe watch range Web site

Code building

Boodles has used video content in the past to examine aspects of its brand codes.

For instance, Boodles let fans witness the creative process behind its Vintage Lace necklace through a social video meant to boost awareness of the brand's handcrafted jewelry collection.

Boodles' "The Making of a Masterpiece" video took brand enthusiasts from drawing board to display case as they watch the creation of one of Boodles most detailed pieces. The video highlighted the craftsmanship involved in its line of fine jewelry, while displaying the brand's talent and staying power in the industry ([see story](#)).

Patek Philippe has used other social tactics to tout its craftsmanship and share brand DNA.

For example, the watchmaker promoted the craftsmanship behind its pieces by adding a QR code on a print advertisement to encourage consumers to learn more about the brand. Patek Philippe placed its QR code in the September issue of Hearst-owned Veranda magazine where many high-end jewelry brands also took out ad space ([see story](#)).

An ongoing partnership allows participating brands to benefit by bolstering the end result if it appropriately aligns with their DNA.

"I believe Boodles will benefit the most from the association," Ms. Terrisse said. "It will reinforce Patek Philippe's commitment to jewelry and legitimize Boodles as the chosen Patek partner for horology excellence."

"[Both Boodles'] Wainwright and [Patek Philippe's] Stern families share a mutual respect and commitment to craft and perpetuate the utmost standards in jewelry design," she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/70JM9-hHm7s](https://www.youtube.com/embed/70JM9-hHm7s)

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