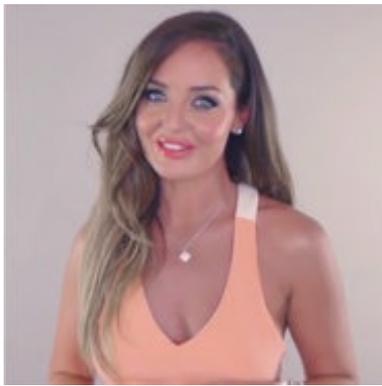


INTERNET

## Swarovski links with international bloggers to boost fashion appeal

March 26, 2014



By JEN KING

Precision-cut crystal maker Swarovski is increasing its global appeal through a month-long interactive partnership with four international fashion bloggers to show off the brand's jewelry collection for spring.

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**Luxury Daily**

Swarovski's #SwarovskiLook initiative includes tutorialized videos produced by the fashion bloggers, user-generated content on Instagram and a contest. Over the four weeks of the digital competition, the participating fashion bloggers will each be assigned a week to present content to keep the effort fresh.

"The reason Swarovski chose to work with fashion bloggers who do have strong credibility is to emphasize the fashionable appeal of its collections, and also to exemplify the diversity of styles Swarovski can actually suit and bring its unique sparkle to," said Nathalie Colin, Paris-based creative director and executive vice president of communication for **Swarovski**'s consumer goods business.

"It is indeed fascinating to see how very different fashion authorities use the brand to express their personality," Ms. Colin said.

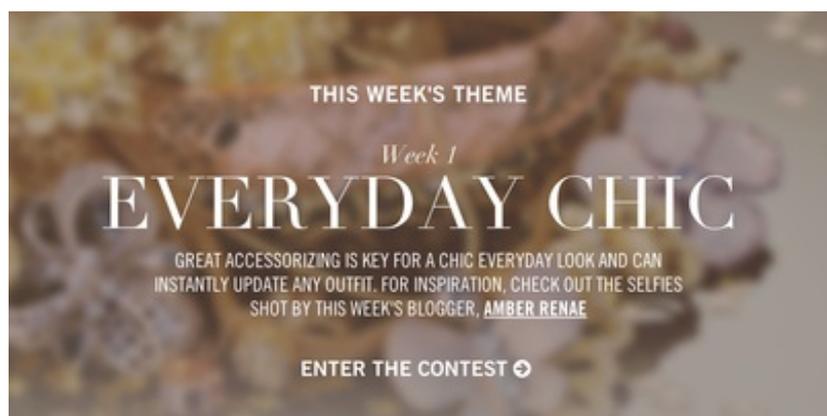
"We do believe that such type of operation encourages people to dare play with jewelry

and use it as a fashion accessory in its own right.”

Through the looking crystal

Swarovski has dedicated a microsite for #SwarovskiLook to serve as the hub for content related to the campaign. Housed on the brand’s Web site, consumers can return to the home page weekly for a chance to participate in the week’s themed contest and view the blogger's style picks and inspirations.

Starting on March 24, Week 1’s theme is “Everyday Chic” and features Australian blogger from The Style Engineer, Amber Renae. On #SwarovskiLook’s microsite, the consumer can read a short biography penned by Ms. Renae or watch a video where she explains current jewelry trends using Swarovski pieces.



*Introduction image for Week 1 of #SwarovskiLook*

In the video, Ms. Renae walks consumers through chic daytime looks created by layering necklaces, mixing metals and textures.

Each week, the bloggers will help consumers create the must-have looks for spring/summer using Swarovski’s jewelry collections.

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

*Multifacets by Swarovski- Everyday Chic with Amber Renae*

Beneath the video player, consumers will have the opportunity to shop favored looks from each week’s guest blogger or add the items to a wish list.

Adding shoppable features will likely inspire consumers to make a purchase to emulate the looks described by Ms. Renae and the upcoming bloggers.

The brand’s Swarovski Look microsite also features user-generated content uploaded via Instagram and using the branded hashtag, #SwarovskiLook.

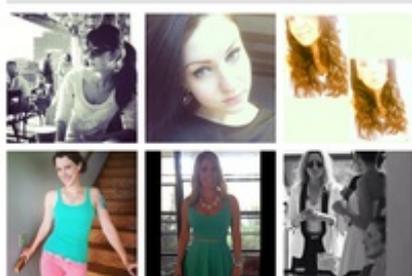
SHARE *your*  
LOOK

TO WIN A YEAR'S WORTH OF JEWELRY!

Tag a 'Everyday Chic' styled selfie on Instagram with #SwarovskiLook for a chance to win the grand prize!

The best styled selfie from each weekly theme will win 3 products. One of the 4 weekly winners will then be chosen as the grand prize winner!

Please have your Instagram account public in order to enter the contest.

*User-generated content for Swarovski's #SwarovskiLook contest*

Following Ms. Renae's Everyday Chic will be Priscilla Betancort, a Spanish blogger who runs My Showroom Blog. Ms. Betancort's theme will be "Urban Glam."

Week 3's theme will be "Spring Look" led by Hong Kong-based blogger Mayo Wo of Mellow Mayo. The month-long initiative will wrap up with Jenny Bernheim, a United States-based blogger, stylist and designer from Margo and Me, who will explore the "More is More" trend.

Each week, Swarovski's guest blogger will select the best styled selfie submitted by a fan. The selected winner that best represents that week's theme will win three Swarovski products.

A grand prize winner will be chosen from the weekly winners on April 21. The ultimate winner of Swarovski Look will receive a year's worth of jewelry.

Swarovski's #SwarovskiLook microsite can be viewed here: <http://www.swarovskilook.com/#/world>.

## Encouragement and engagement

Swarovski has created other contest-based initiatives to drive engagement. A key aspect of Swarovski's contests is that they change throughout their duration to avoid becoming stale.

For instance, Swarovski is running a contest through November that focuses on consumer interaction in-store to drive traffic to its directly operated boutiques.

Swarovski's "Ready, Set, Get Caught" contest gives consumers certain looks to "get caught" in at a Swarovski retail store to win sparkly prizes. Since the contest changes every two weeks, this will likely increase engagement with the brand across channels ([see story](#)).

The brand also works to position itself as a supporter of the fashion industry as Swarovski is commonly used in designs as well as to accessorize looks.

For example, Swarovski hand-picked a number of fashion designers to show at Mercedes-Benz Fashion Week in New York as part of its Swarovski Collective.

In addition to providing financial support to the designers, the brand gave them crystals to use in their designs. Swarovski was able to showcase its own creativity through this project, as well as show its good citizenship within the fashion industry ([see story](#)).

By tapping into the expertise of international bloggers, Swarovski is able to appeal to a wider audience of trend-conscious consumers who will identify with the Swarovski Look guests.

“Swarovski is a global brand operating in more than 120 countries so the international aspect of the contest is key,” Ms. Colin said.

“The whole point of this operation is to enhance Swarovski’s celebration of fashion sense through bloggers’ authority and through fashion lovers invited to share their look and style,” she said.

Final Take

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

Embedded Video: [//www.youtube.com/embed/zJjoR4Cyh5Q](http://www.youtube.com/embed/zJjoR4Cyh5Q)

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