

Luxury

Luxury brands call for a specific marketing skill set. This is definitely a discriminating audience that cannot be taken for granted, and is not, by successful brands. To reach the luxury consumer you must know the buyer, understand the emotions of the brand and know how to connect the two. The job of marketer in this category is to take the brand from luxury to must-have and do it while maintaining high standards and high value.



De Beers

DE BEERS:

De Beers and its associated companies are responsible for 40% of the world's diamonds. Through its sales and marketing arm, De Beers utilizes marketing firms around the world and Bennett & Company served in that role for 11 years. Our mission was to present the diamond trade and diamond messages to the luxury and near-luxury clientele and assure diamond jewelry sales remained high. For more than a decade we publicized diamond jewelry, diamond designers, diamond events and diamond design and education. Each strategy was carefully tied to the brand and measured for effectiveness.



Cartier

CARTIER:

Cartier fragrances are an important part of a legacy brand and our role was to introduce its new fragrance to their upper echelon market while maintaining the provenance of Cartier the renowned French jeweler and watchmaker. We worked with Cartier on multiple projects focused on Miami and the Florida market and introduced Panthère fragrance as well as Cartier's new retail stores.

LVMH:

Over the years the LVMH brand (once know separately as Louis Vuitton and Moët Hennessy) has been a client on several occasions. As the event and media relations agency for the United States' largest spirit importer we worked closely with Moët Hennessy brands like Dom Perignon, Hennessy Cognac and Domaine Chandon to assure their events and sponsorships of artistic endeavors in the US market were handled with sophistication and brought a swift response in sales. Later as LVMH opened high end retail shopping venues across the US we worked along side their fashion retail division to introduce sunglasses and other luxury products to the marketplace.



LVMHⁱⁿ
MOËT HENNESSY • LOUIS VUITTON