

Marina B

FALL/WINTER 2015

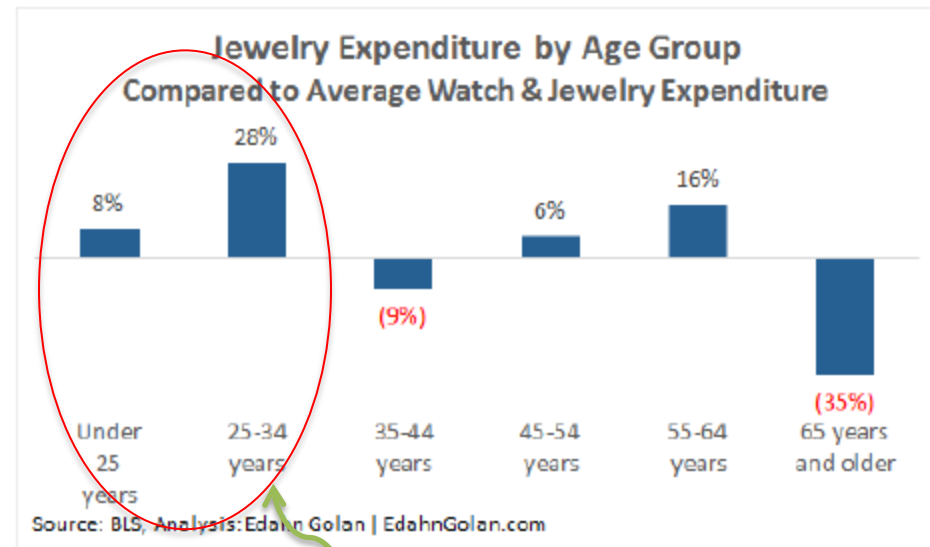
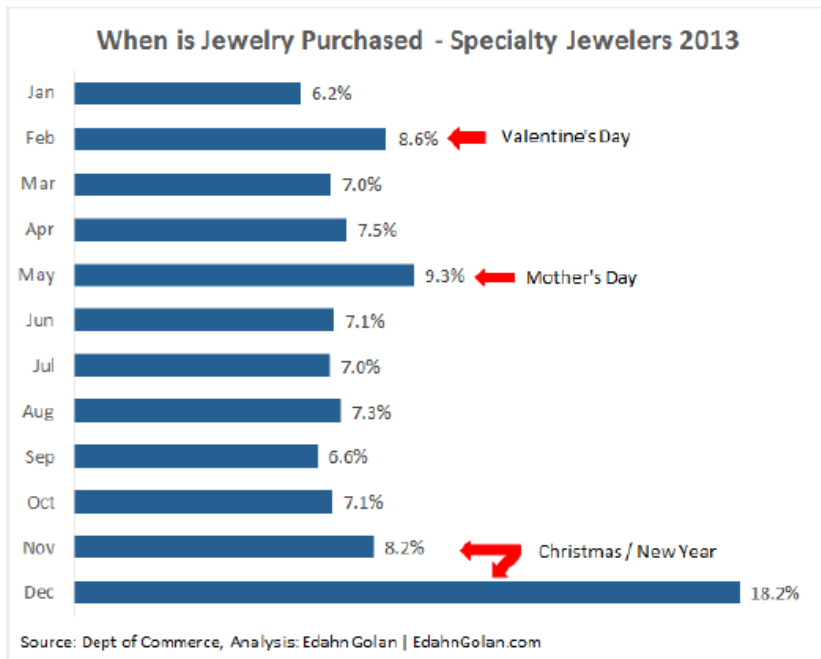
PR STRATEGY

Prepared by: Mikahila Bloomfield

AUDIENCE

- Annual global fine jewelry sales are expected to grow at 5 to 6 percent each year, totaling around \$280 billion by 2020

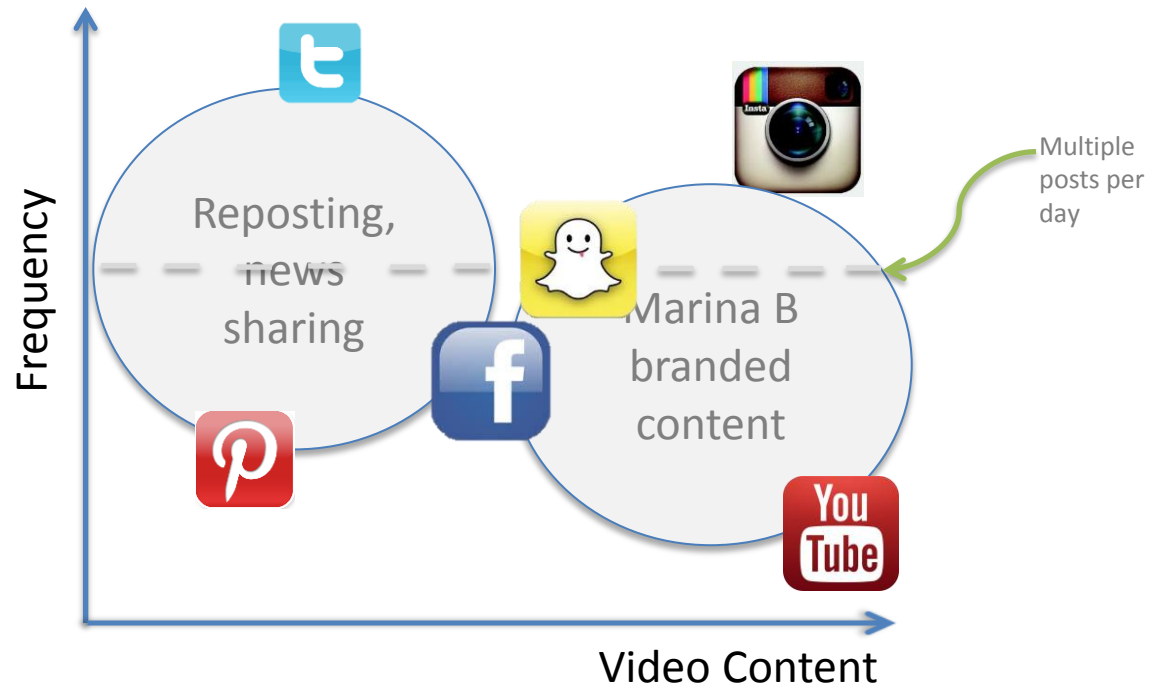
The 2014 US Jewelry State of the Market Report



Marina B social media audience

Social Media Strategy

Platform	Tactics	Implementation & Goals
Facebook	"Jewelry for when I'm..."(at the beach, attending a wedding, etc.)	<i>Polyvore</i> creations, sharing news, YouTube content (link backs/active tags)
Twitter	Live Tweeting, Join trending conversations (award shows, redcarpet moments)	<i>Hastags</i> , <i>memes</i> (on-brand)
Instagram	Takeovers, stop-motion videos	Highly edited <i>imagery</i> , "Instafamous" socials/VIPS
Pinterest	Flat Images, themed boards	Drive website traffic and sales
YouTube	"Make the Outfit" Series, "Treasure Chest" series	Guest Appearances
Snapchat	Behind the Scenes	Candid insider moments



Fine Jewelry Competitors

1. Monica Rich Kossan
2. Fred Leighton
3. Deborah Pagani
4. Jack Vartanian
5. Monique Pean
6. Delfina Deletrez
7. David Yurman
8. Roberto Coin
9. Harry Winston
10. Tiffany & Co.
11. Neil Lane
12. Van Cleef & Arpels
13. Daniella Villegas
14. Ippolita
15. Cartier
16. Chopard
17. Kwiat
18. Jacquie Aiche
19. Verdura
20. David Webb

A. Use analytics tools to benchmark KPIs

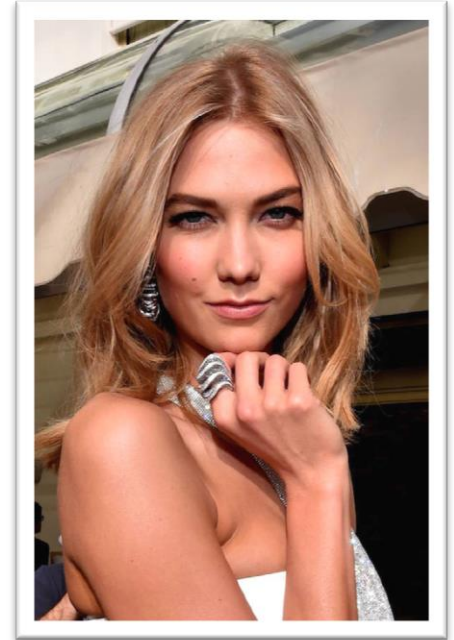
- Facebook – Quintly.com
- Web Traffic – Compete.com, Alexa.com
- Pinterest – Curalate.com
- Instagram – Pixlee.com

B. Competitive benchmarks based on *target audience* plus *editorial coverage*

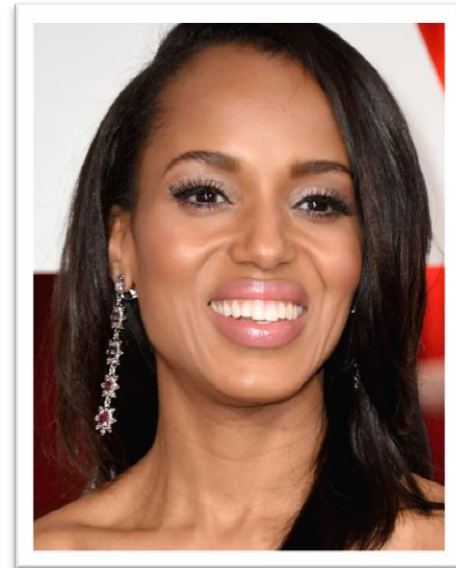
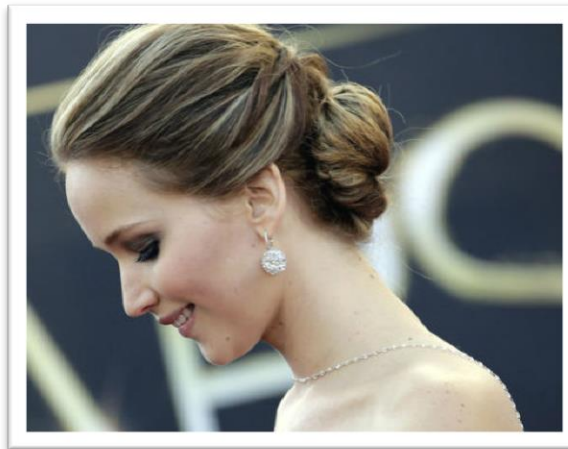
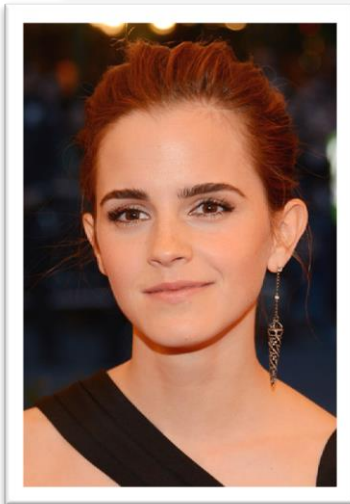
US Jewelry Editors

Name	Title	Publication
Roxanne Robinson	Senior Accessories Editor	WWD
Rickie De Sole	Fashion Market & Accessories Director	W
Grace Fuller	Jewelry Editor	VOGUE
Daisy Shaw	Accessories Director	Vanity Fair
Jaclyn Cobourn	Accessories Editor	Vanity Fair
Stellene Volandes	Style Director	Town & Country
Jessica Minkoff	Senior Market & Accessories Editor	Teen Vogue
Alyssa Surrect	Social Media & Partnerships Manager	Shop BAZAAR
Megan Reynolds	Senior Shopping Editor	Shop BAZAAR
Kyle Anderson	Accessories Director	Marie Claire
Meggan Crum	Accessories Director	InStyle
Melissa Anne Colgan	Market Editor	Hearst Design Group
Amanda Weiner	Senior Accessories Editor	Harper's Bazaar
Gretchen Gunlocke Fenton	Accessories Director	GLAMOUR
Maria Duenas Jacobs	Accessories Director	ELLE
Jennifer Gach	Senior Accessories Editor	ELLE
Kristen Shirley	Luxury Editor	Elite Traveler
Alyssa Francois	Associate Accessories Editor	Editorialist
Sheena Smith	Market & Beauty Director	CR Fashion Book
Kathy G Lee	Senior Accessories Editor	Cosmopolitan
Ali Pew	Style and Accessories Editor	Conde Nast Traveler

Marina B Women



Young
Elegant
Chic



Fall/ Winter 2015-2016 Jewelry Trends



**BAUBLE
BRACELETS**



PEARLS



CHOKERS



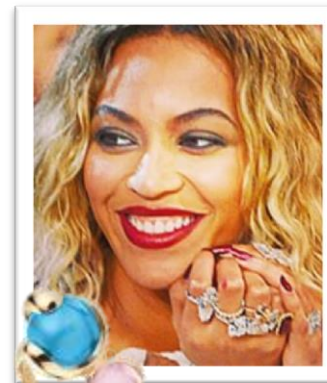
GEOMETRIC SHAPES



CUFFS



DROP EARRINGS



MULTIPLE RINGS

TRADESHOWS & EVENTS

- NYFW, LFW, MFW, PFW
 - Sept. 10th - October 7th 2015
 - Feb. 11th – March 9th 2016
- Art Basel
 - Miami Beach: December 3 – 6, 2015
 - Hong Kong: March 24 – 26, 2016
 - Basel: June 16 – 19, 2016
- Couture Las Vegas, June 2-6 2016