



Van Cleef & Arpels



Van Cleef & Arpels X Dr.Lisa Cooper Collaboration

2026 Valentine's Day Collection

LXMT730 Brand Collaboration Assignment

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BRAND STORY

Late 1800s

Estelle Arpels married Alfred Van Cleef,

Marriage

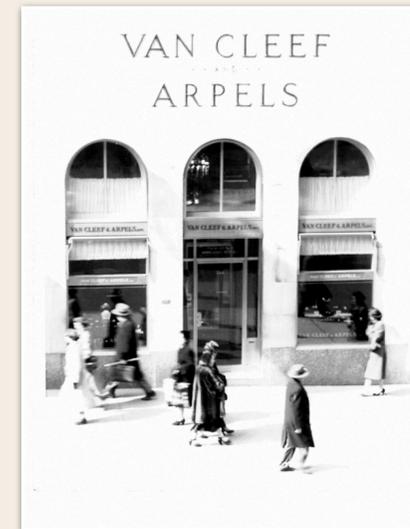
- 1896 -

led to Charles Arpels (Estelle's brother) joining Alfred, Salomon's death

- 1906 -

Louis Arpels (third brother) joined the company, Louis Arpels joined

Late years



Origins tied to love

- 1895 -

Small jewelry business

After 1896

First Boutique opened

- 1913 -

Renée Puissant

Between Estelle Arpels (daughter of a precious stones dealer) and Alfred Van Cleef (son of a lapidary),

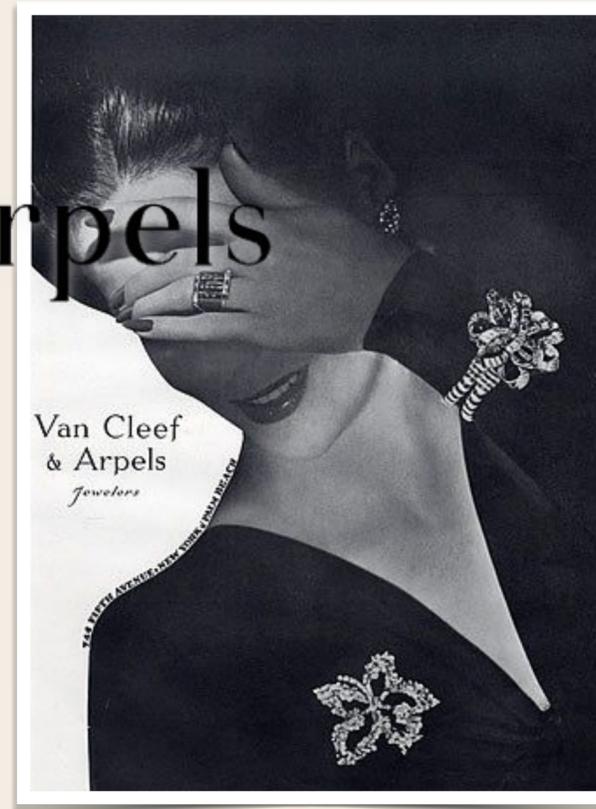
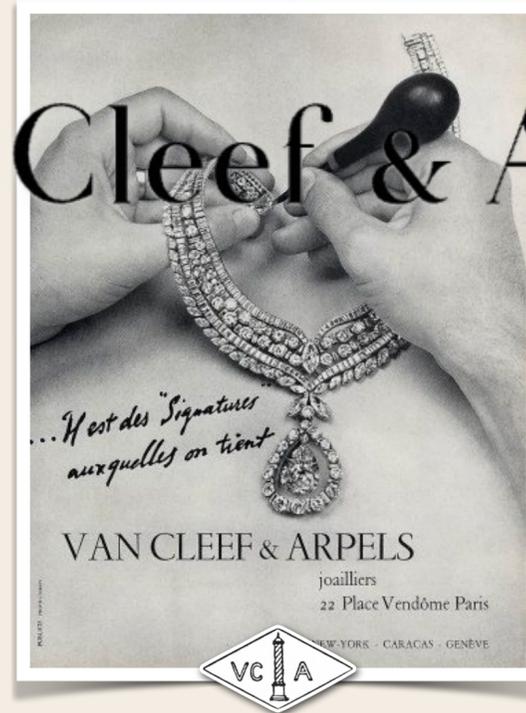
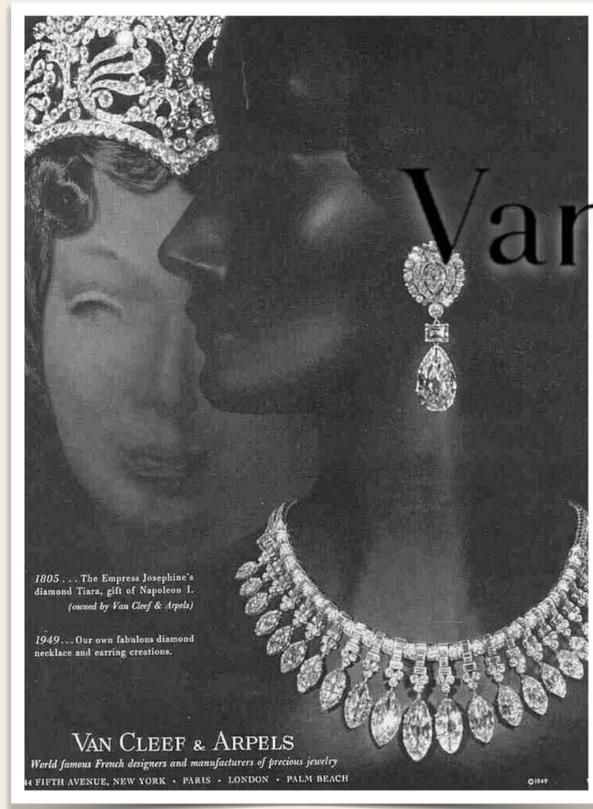
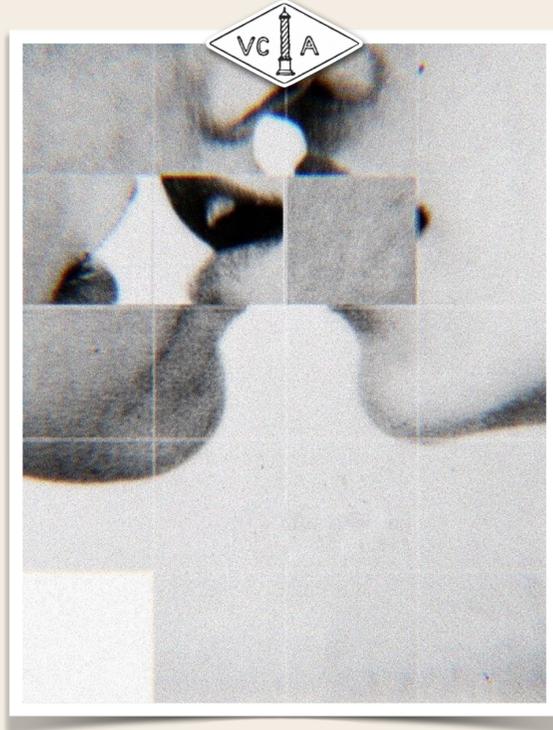
Alfred and Salomon Arpels (father-in-law) opened a small jewelry business,

Julien Arpels joined the business, and the first boutique opened at 22 Place Vendôme, Paris,

Renée Puissant (Alfred and Estelle's daughter) became Artistic Director,



BRAND DNA



-Romanticism-

Rooted in love, its designs evoke emotion and storytelling,

-Timelessness-

Designs that remain relevant and elegant across decades,

-Craftsmanship-

A dedication to artistry, technical innovation, and perfection,

-Imagination-

Whimsical, poetic designs inspired by nature and fairy tales,

-Exclusivity-

Rare, exquisite pieces meant for connoisseurs of true luxury,



BRAND COLLABORATION - ARTIST INTRODUCTION



“Dr. Lisa Cooper”

The Sydney-based Australian artist, florist, author and doctor of philosophy



- Artistic Practice -

Blends fine art and floristry; creates immersive floral installations reflecting ephemeral beauty.

- Philosophical Influence -

Explores aesthetics, memory, and life's transience.

- Themes -

Impermanence, life, and mortality through flowers.

- Approach -

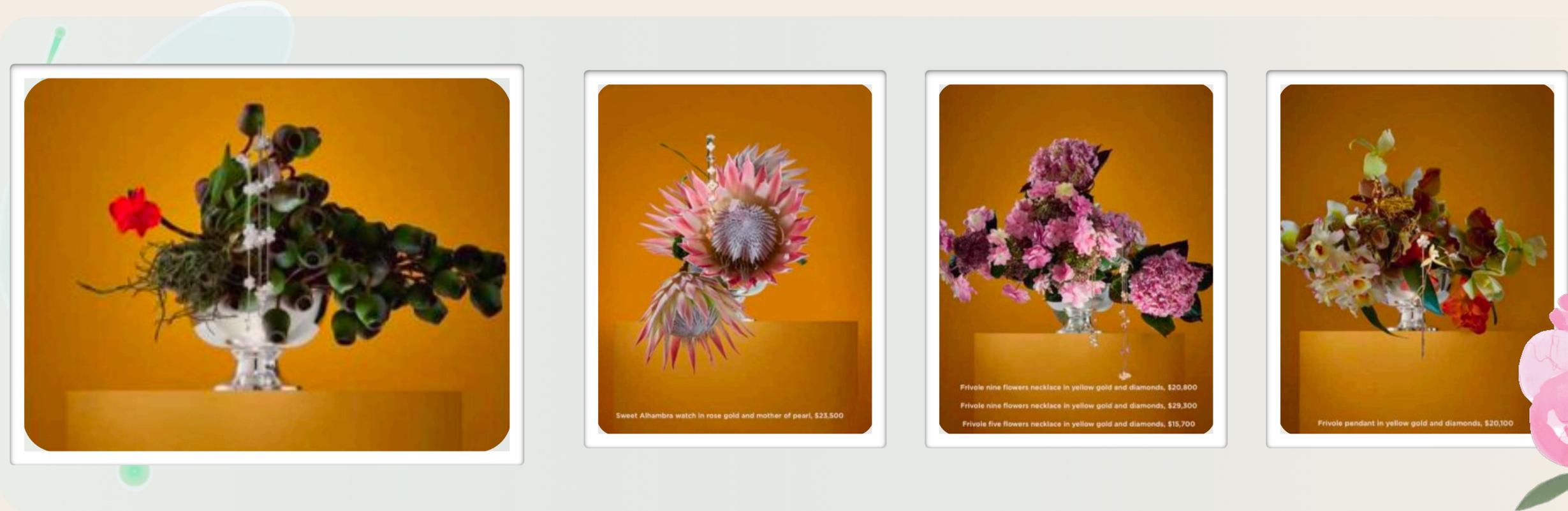
Multi-disciplinary, combining art, performance, and floristry.

- Aesthetics -

Rich textures, sophisticated colors, Baroque-inspired.



BRAND COLLABORATION - ARTIST'S WORK



Sweet Alhambra watch in rose gold and mother of pearl, \$23,500

Frivole nine flowers necklace in yellow gold and diamonds, \$20,800
Frivole nine flowers necklace in yellow gold and diamonds, \$29,300
Frivole five flowers necklace in yellow gold and diamonds, \$15,700

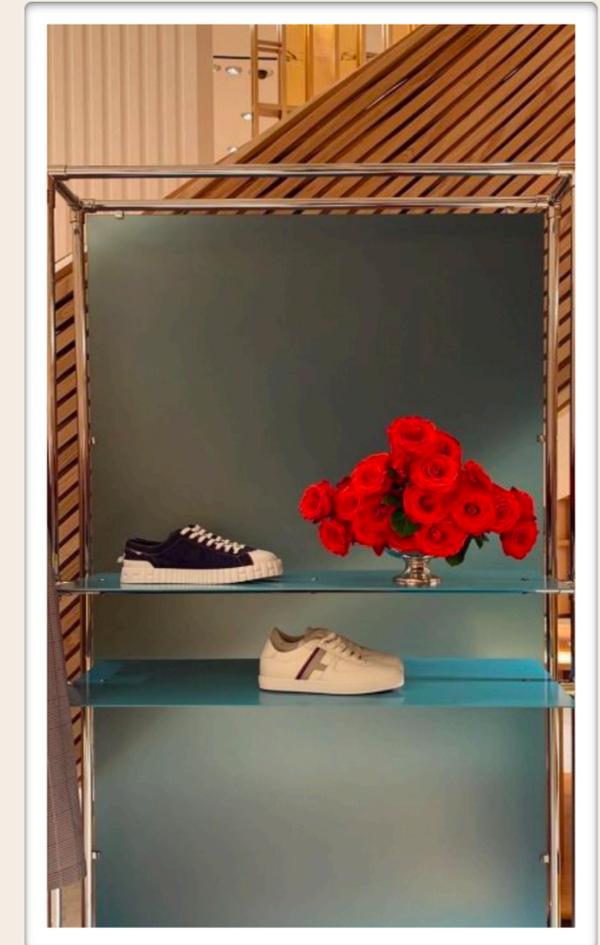
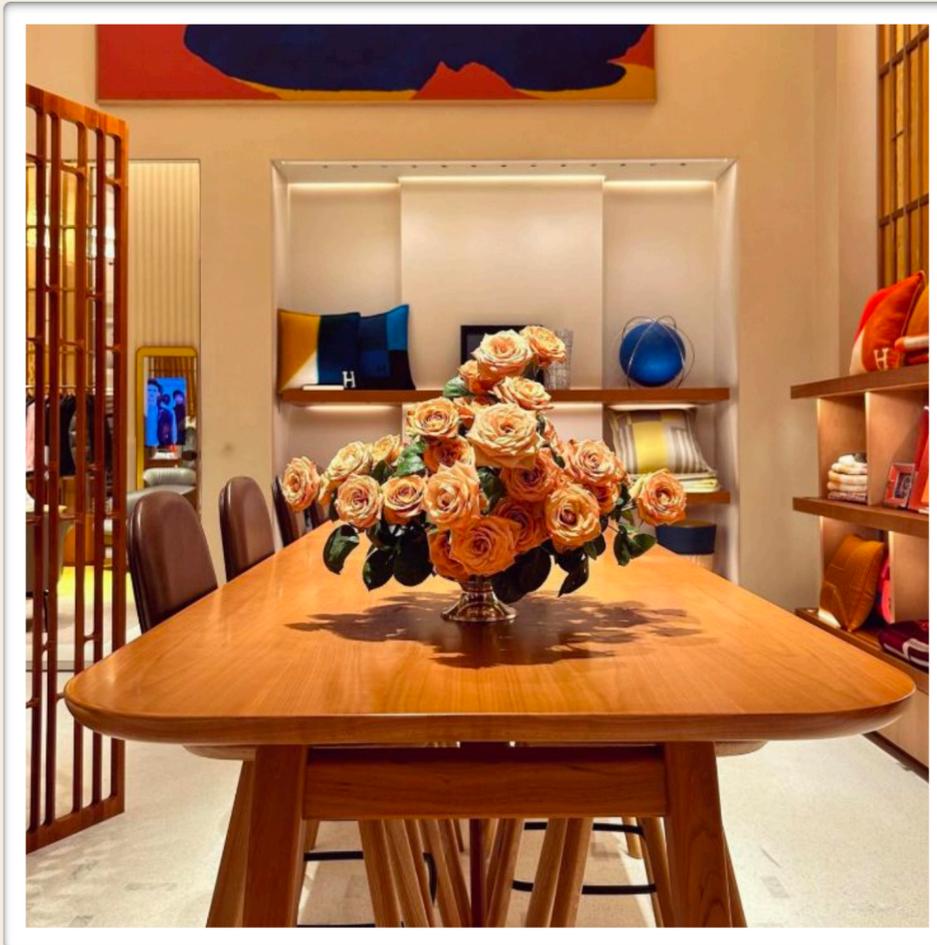
Frivole pendant in yellow gold and diamonds, \$20,100





BRAND COLLABORATION

“ Dr. Lisa Cooper ” Collaboration with Hermes





BRAND COLLABORATION - Collaboration Details

- Collaboration concept -

Theme: "Fleeting Love, Eternal Beauty"

A poetic exploration of love's ephemeral nature, blending Van Cleef & Arpels' timeless jewelry with Dr. Lisa Cooper's artistry in floristry.

- Collaboration theme -

2026 Valentine's Day Collection

- Objectives -

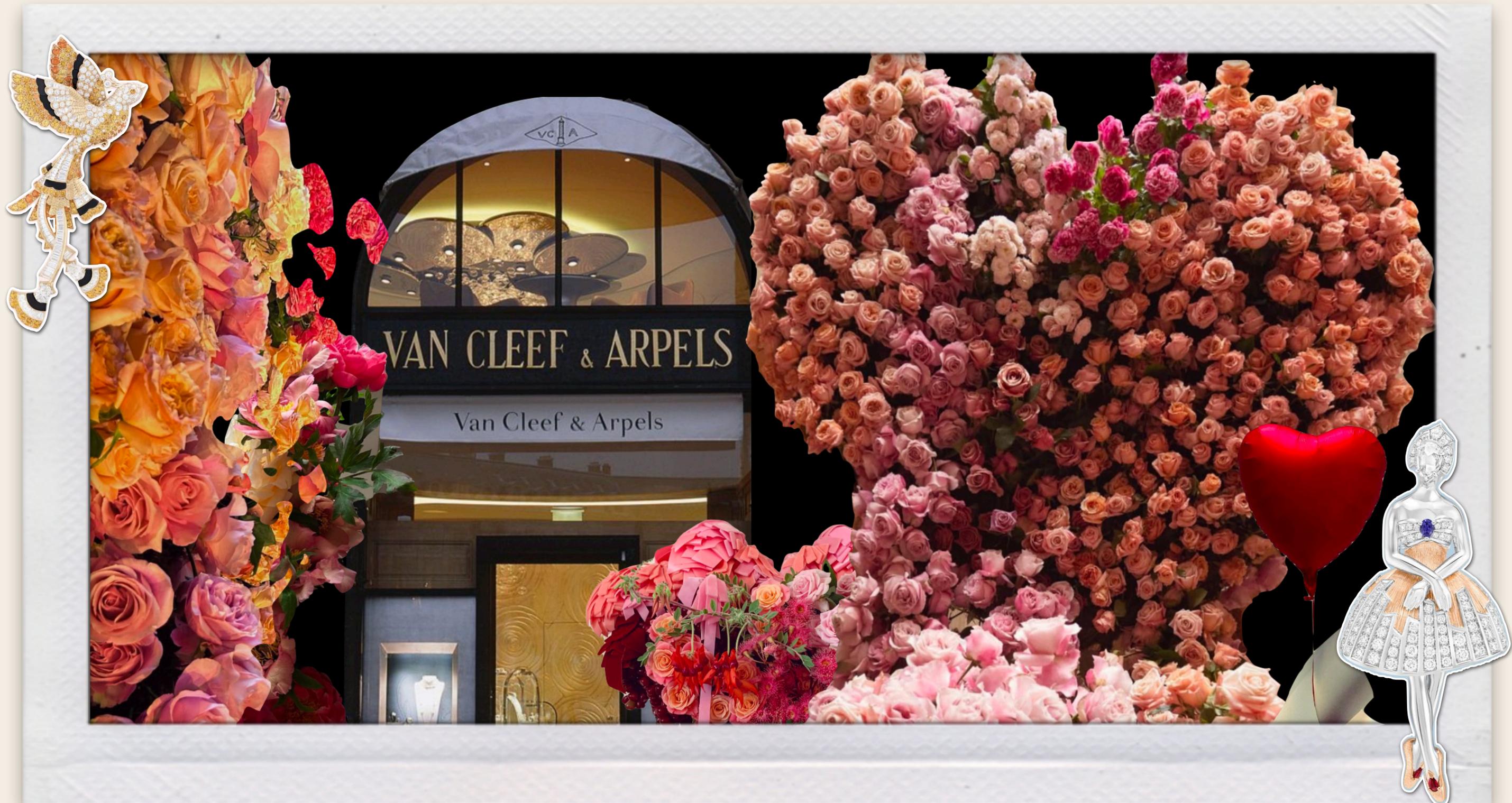
1/ Enhance brand storytelling by integrating art and floristry into the jewelry narrative.

2/ Target a broader audience, including art enthusiasts, luxury collectors, and environmentally conscious customers.





BRAND COLLABORATION - Moodboard





MARKETING STRATEGY - Campaign Details



Marketing & Promotion



"Love in Bloom" Campaign

1/ Imagery

Romantic settings featuring jewelry and floral arrangements captured in dreamy lighting,



2/ Channels

– Social media –



– luxury fashion magazines –



– Digital ads targeting affluent –

– Art-conscious audiences –

3/ Collaborative Content

Behind-the-scenes with Dr. Lisa Cooper designing the collection,



Tutorials and reels featuring the bouquet-making process,

4/ Celebrity Endorsements

Partner with celebrities known for their connection to art and elegance (e.g., actors, models, and cultural icons),





MARKETING STRATEGY - Campaign Details



Pop-Up Exhibitions



Theme "Love in Bloom"

Locations



Paris



New York



Tokyo



Sydney



Shanghai

Design Details :

- 1) **Immersive floral installations** by Dr. Lisa Cooper paired with Van Cleef & Arpels' jewelry displays, Experiences:
- 2) **"Petal Pathways"** : Guests explore curated pathways filled with symbolic flowers and jewelry exhibits, Workshops:
- 3) **"Eternal Bouquets Workshop"** : Guided by Dr. Lisa Cooper, attendees create bouquets symbolizing their love stories.





MARKETING STRATEGY - Campaign Details



Packaging



1/ Design Concept " Inspired by  Baroque-style floral arrangements"



2/ Details
Embossed floral motifs



Velvet-lined interiors

with a custom floral fragrance that diffuses upon opening.



Personalized tags

for buyers to write love notes

3/ Sustainability " Biodegradable and recyclable materials with optional keepsake boxes. "



In-Store Purchase Experiences



(Special Offerings)

1/ Floral Gifting " With every jewelry purchase, customers receive a matching fresh flower bouquet designed by Dr. Lisa Cooper. "

2/ Customization " Jewelry engraving options, such as initials or love notes. "

3/ Exclusive Keepsake Box " Each purchase comes with a mini dried floral arrangement and a booklet on the collection' s inspiration. "



MARKETING STRATEGY - Campaign Details



KPIs & Success



Brand Awareness

- 1) Increase in social media engagement
- 2) Media coverage from luxury and art publications,



Brand Awareness

Attendance at **pop-up exhibitions** and events,



Customer Engagement

Revenue generated from the **limited-edition** collection,



Cultural Resonance

Positive sentiment around the collaboration and its alignment with VCA' s heritage and artistry,



MARKETING STRATEGY - Target Audience



High-Net-Worth Individuals

Collectors and enthusiasts valuing exclusivity and craftsmanship,



Art & Design Enthusiasts

Seek unique, culturally rich experiences,



Sustainability-Conscious Consumers

Favor nature-inspired and sustainable luxury,



Millennial & Gen Z Affluents

Drawn to experiential, storytelling-driven, and conscious brands,



Luxury Lifestyle Followers

Influencers attracted to high-profile artistic collaborations,



BRAND COLLABORATION - Key Stakeholders (Internal)

Stakeholder No, 1

VCA Leadership Team

– CEO and Creative Director –

Oversee the collaboration's alignment with the brand's vision and ensure strategic goals are met.

– Marketing and PR Team –

Manage the storytelling, branding, and promotional strategies.

Stakeholder No, 2

Product Development Team

– Craftsmen and Artisans –

Bring the designs to life using Van Cleef & Arpels' signature techniques.

Stakeholder No, 4

Event Management Team

– Event Management Team –

Handle the logistics for pop-up exhibitions and in-store activations.

Stakeholder No, 3

Retail and E-Commerce Teams

– Retail and E-Commerce Teams –

Prepare boutiques and online platforms to showcase the collection, ensuring seamless customer experiences.

Stakeholder No, 5

Sustainability Team

– Sustainability Team –

Ensure that all materials, packaging, and production processes align with the brand's commitment to eco-friendly practices.



BRAND COLLABORATION - Key Stakeholders (External)

NO, 1



Dr.Lisa Cooper
"Artistic Partner"

Provides **creative direction**, develops floral installations, and designs the experiential elements of the collaboration,

NO, 2



Floral Design Team
" Dr. Cooper' s Team "

Work under Dr. Lisa Cooper to **execute bouquet designs** and flower-based **installations** for in-store and pop-up experiences,

NO, 3



Media & Influencers
" Luxury Media Outlets/Tastemakers "

- 1) Feature the collection in magazines like The World of Interiors, Vogue, and Harper' s Bazaar,
- 2) Share immersive content (e.g., bouquet workshops, jewelry unboxing) with their affluent audiences,

NO, 4

- Pop-Up Event Partners -
" Venues "

Host exhibitions in **iconic locations** (e.g., museums, galleries, luxury hotels), Technologists: Support AR/VR experiences that bring the floral and jewelry designs to life,

NO, 5

- Floral Suppliers -
" Luxury Varieties of Flowers "

Provide ethically sourced, premium flowers for the bouquet and installation designs,

NO, 6

- Customers -
" VIC "

High-net-worth individuals, art enthusiasts, and young affluent audiences engaging with the collaboration' s offerings,



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