


SWAROVSKI

EVENTS THAT “MOVE” THE AUDIENCE

VIBE takes Swarovski
“On Tour” for Exclusive Event



Loyalty rewards memberships are valuable tools for keeping customers and guests engaged with the brand and further establishing brand leadership and preference in competitive markets. For Swarovski, the popular crystal brand, their VIP memberships do more than deliver insider pricing and early access to sales. Their VIPs also enjoy exclusive invitations to events, members-only collectibles, and more.

THE ASK

In October of 2019, Swarovski hosted a VIP reception for loyalty club members in the United States. Held in Houston, approximately 80 attendees were immersed in a sparkling experience reflective of the Swarovski brand’s upcoming annual edition statuette.

THE ANSWER

VIBE organized a cocktail and social event aboard a vintage train to recreate the feeling and atmosphere of classic Russia, which celebrated the home of the Swarovski Crystal Society’s annual edition subject – the Amur Leopard. The endangered species which is native to eastern Russia was a thematic centerpiece for the event, and VIBE added finishing details such as elegant décor and a jazz trio for entertainment.

THE VIBE



“People often forget that a venue need not be static in order to be elegant,” explains VIBE principal, Valeria Bihet. “The most important thing is that a venue be able to wrap people in a multi-sensory idea. In this case, the rhythm of the train, the chic vintage décor, and classic jazz trio combined to create a truly VIP experience that attendees will not soon forget.”

CLIENT TESTIMONIAL:

Thank you so much for all the hard work you and your team did!

I saw pictures of the event and it looked amazing! I appreciate the hard work and dedication.

Head of Trade Marketing – North America