



Grand Opening Promotions
for a Leading Name in
Jewellery and Watches

VAN CLEEF &
ARPELS

Promoting the Opening of a Luxury Store

Iconic watch and jewellery brand Van Cleef & Arpels was launching its flagship store in Hong Kong and needed to create anticipation and excitement around the grand opening to ensure the desired attendance.

Business Strategy

Brand Strategy

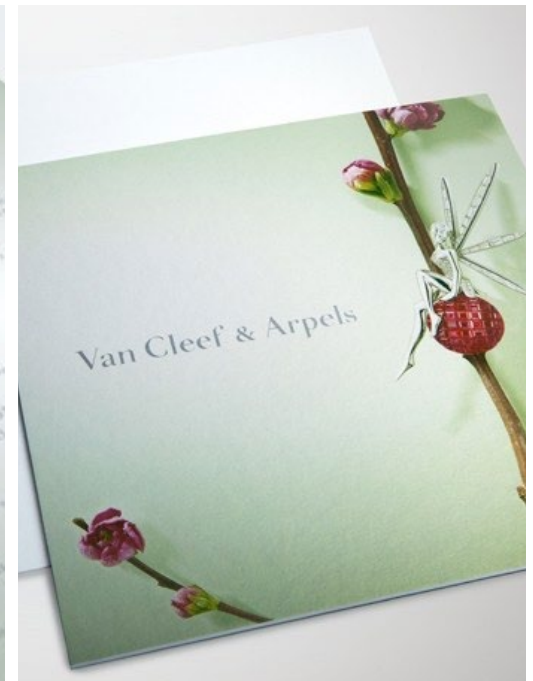
Design and Touchpoints

Invitation Card Design
Envelope Design
Production Management
Material Suggestion

Digital & Social Media

Van Cleef & Arpels Marketing Communications

Grand Opening Promotions for a New Flagship Store



Base Creative created an elegant invitation that would capture the flavour of the coming event and convey it to the recipients.

Scope of Work Business Strategy

Brand Strategy

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