

INTERNET

Tiffany explores Elsa Peretti's career to spark collection interest

June 24, 2014



Tiffany's Elsa Peretti Bottle collection

By JEN KING

Jeweler Tiffany & Co. is revitalizing interest in its Elsa Peretti collections with a social campaign that includes the musings of the Italian jewelry designer.

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Luxury Daily

The inclusion of Ms. Peretti's personal thoughts in the campaign found on the Tiffany Twitter and Facebook accounts gives face to the collection and speaks to the designer's creative process. Collaborations are better received by consumers if the working partners' values are well-understood and highlighted through content.

"By telling the backstory of an artist's collection, the inspiration behind the collection comes to life," said Samira Ann Qassim, associate strategist at [Siegel+Gale](#), London.

"This makes the purchase much more significant as it is no longer simply an object," she said. "It is a piece of craftsmanship imbued with meaning transcending artistic movements, from the romantic to the factory.

"By shooting the video in a documentary style that chronicles Ms. Peretti's life, enthusiasts get a privileged glimpse into her world. Her creations are intellectually decoded and made visceral through the story of the artist herself."

Ms. Qassim is not affiliated with Tiffany, but agreed to comment as an industry expert.

Tiffany & Co. did not respond by press deadline.

Bringing design to life

The social campaign, which began on June 16, is meant to symbolize Ms. Peretti's contributions to 20th-century jewelry design. During the course of her career, Ms. Peretti has designed many of Tiffany's most recognizable and best-selling items.

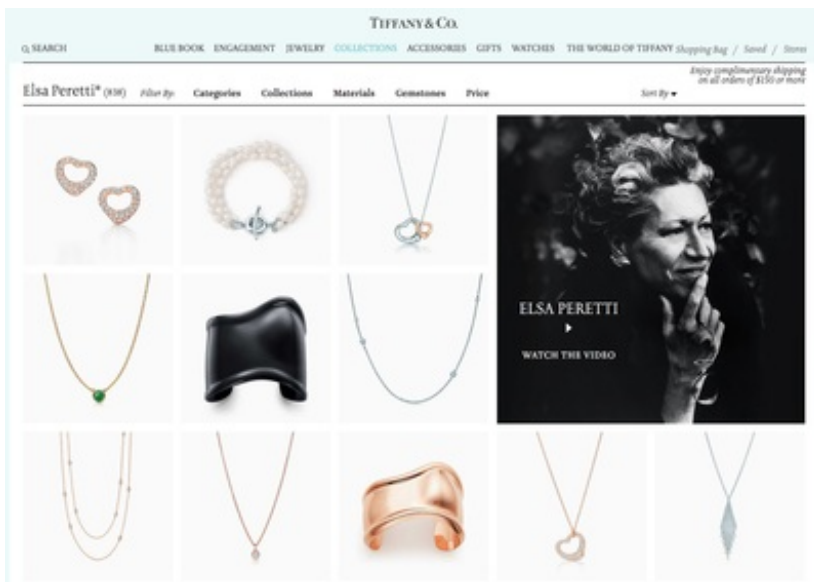
Many of the posts on Tiffany's Facebook and Twitter feature quotes from Ms. Peretti, which works to introduce the piece and the designer behind the featured item. For instance, a post on both accounts includes the quote, "I love nature, but I try to change it a little bit, not copy it," in reference to Ms. Peretti's snake and scorpion necklace.



Elsa Peretti tweet by Tiffany

On Twitter more of Ms. Peretti's thoughts are shown to followers with comments about how Portofino, Italy in the 1960s was "magic" and style advice. Facebook includes more call to purchase postings that combine Ms. Peretti's quotes with products.

Links found in the posts land on Tiffany's Web site where the Elsa Peretti collection is found. From here, consumers can either browse pieces from the many collections including jewelry, homewares and accessories designed by Ms. Peretti or watch a video about her life.



Elsa Peretti section of Tiffany's Web site with video prompt

If the video is selected, the consumer is redirected to a new page where the video automatically begins to play in a pop-up window. The Elsa Peretti biography is approximately 13 minutes long, making the film stand out from other social videos.

Fans of the designer's work will likely be interested in learning more about the woman behind the collections, but general consumers may not have the bandwidth to tune in for an extended period of time.

The film takes Ms. Peretti's sketches and animates them before showing the finished pieces. A female narrator tells of Ms. Peretti's use of natural lines and shapes along with quoting the designer.

During the film, the consumer comes to understand Ms. Peretti's designs through learning about her life.

For example, while modeling in Spain in the 1960s, Ms. Peretti sat for surrealist artist Salvador Dali and her experience with Mr. Dali drove her interest in sculpture.



Elsa Peretti, left, sitting with Salvador Dali and another model, video still

The designer's work is driven by the natural world, according to the narrator, and her global travels helped Ms. Peretti take symbols and turn them into dimensions. The video

then continues to tell of Ms. Peretti's life in New York where she befriended artist Andy Warhol and immersed herself in the fashion world, notably with Halston.

In 1974, Ms. Peretti joined Tiffany as a named jewelry designer. The video then begins to tell of the stories behind some of Ms. Peretti's most well-known designs for Tiffany.

For example, while living in Portofino, young girls were given flowers but afraid her blossom would die without water, Ms. Peretti placed it in a small water jug around her neck, thus creating the idea behind her Bottle collection.



Tiffany craftsman working on a Bottle necklace designed by Elsa Peretti, video still

Other pieces discussed include the Open Heart pendant, Mesh, Diamonds by the Yard and Bone.

The video ends with a recap of Ms. Peretti's awards, honorary doctorate at the Fashion Institute of Technology and exhibitions over the years of her career.

Embedded Video: [//www.youtube.com/embed/KVG7cDV2rUk](https://www.youtube.com/embed/KVG7cDV2rUk)

Elsa Peretti: Visionary Designer

After the film, the consumer can browse Ms. Peretti's Tiffany collections on the jeweler's "The World of Tiffany" Web page. Collections featured include Diamonds by the Yard, Doughnut bangles, Open Heart, the Bone cuff and the Cabochon ring.

Designer spotlight

As strong as a brand's identity may be, a look at the creative minds behind-the-scenes makes consumers feel more connected to the designs on a personal level.

For instance, Italian fashion house Fendi filmed a 15-minute documentary to give consumers a thorough look at the inner workings of the company.

The film, which went live exclusively on Fendi.com Feb. 5, followed the creative and executive team as they prepared for Fendi Day last fall, which consisted of their spring 2014 fashion show, a boutique opening and the unveiling of an exhibition. By releasing the full version of the video on its Web site, Fendi was able to increase traffic to its newly redesigned Fendi Life microsite, and encourage a deeper understanding of the brand ([see story](#)).

Shining light on creative minds can also help revitalize a brand in the public's imagination.

French leather goods house Louis Vuitton, for example, combined its past with present creative forces through a special project.

For Louis Vuitton's "The Icon and the Iconoclasts: A Celebration of Monogram," a group of six artistic minds were asked to design their take on the brand's iconic monogram. As Louis Vuitton continued its transition to a new creative director, looking back at its heritage will help show the brand's continuity and timelessness ([see story](#)).

Giving a glimpse into the creative process helps the consumer understand the craftsmanship of designs.

"By showing Ms. Peretti's sketches coming to life the consumer is brought closer to the designer's creative process, to the gift of her imagination," Ms. Qassim said.

"This resonates, as the most coveted luxury pieces are unique, beautiful and meaningful," she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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