

ADVERTISING

Tiffany enters new era of design with Tiffany T collection

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Tiffany T collection bracelets

By JEN KING

Jeweler Tiffany & Co. is aiming for increased interest from modern consumers through the introduction of the Tiffany T collection.

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The collection, the first designed by newly hired design director Francesca Amfitheatrof, features bracelets, necklaces and rings to bring Tiffany jewelry into a new era. Tiffany is looking for a new stand-out icon that celebrates creativity and the jeweler's codes.

"A new collection that honors the traditions of Tiffany and builds on a new concept, like the T collection, if promoted properly, should resonate with a new generation," said John Casey, senior vice president of [Havas Public Relations](#), New York.

"Using social media to promote a new collection, particularly pieces created by a young designer, should be a key component of a brand's marketing strategy," he said.

Mr. Casey is not affiliated with Tiffany, but agreed to comment as an industry expert.

Tiffany did not respond by press deadline.

A new era

As a trained jeweler and silversmith, Ms. Amfitheatrof's designs are being heralded as the pieces that will move Tiffany into the future, according to the brand. With this notion behind the Tiffany T collection's designs, the jeweler has placed Ms. Amfitheatrof at the forefront of its promotional materials for the pieces.



Francesca Amfitheatrof, Tiffany & Co. design director

By giving face to the collection, consumers may be more inclined to browse through the line once they understand the personal inspirations behind each piece.

The pieces of the collection are the “measure of the city” of New York where Tiffany is based. Ms. Amfitheatrof aimed to capture the “power, energy and daring” of the city to appeal to global travelers.

Made of 18-karat rose, yellow or white gold and sterling silver, the pieces support the “sheer lightness of Tiffany design” and its American spirit. The jeweler began teasing the collection on social media from Aug. 15.

Since Aug. 18, when the collection officially debuted in North America, Tiffany continued its social media activity to spread awareness for the collection. In daily postings, Tiffany shared pieces and campaign images of the collection along with little bits of information about the shown item.



Tiffany & Co.
August 18 ✨

Tiffany T debuts today in North America. Shown: bracelets in 18k rose and yellow gold and sterling silver.

Shop the new collection: <http://bit.ly/VApTYD>



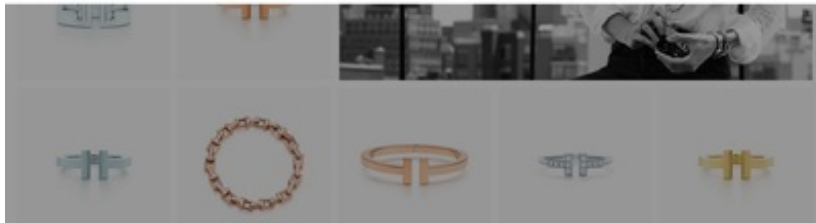
Tiffany T collection post on Facebook

The link included in the postings land on Tiffany's Web site where various pieces are displayed as well as comments from Ms. Amfitheatrof regarding her first collection at the jeweler.

From here, consumers can follow a "Shop Tiffany T" prompt that lands on an ecommerce page with all 38 items from the collection. Pieces range in price from \$17,500 for gold Tiffany T chain necklace to \$350 for the Tiffany T square ring in sterling silver.

Also on this page, the consumer can view a campaign video embedded in the top right corner of the ecommerce site. The black-and-white video begins with the New York skyline and other notable landmarks before a model is shown in the driver's seat of a car.

The scenes continue to show a model walking down a street before another shot shows the model sitting on a rooftop with a vintage camera. After additional New York landmarks are shown such as the Flatiron Building and the Washington Square Arch.



Video still for Tiffany T collection

This is followed by additional lifestyle scenes, such as the model holding a young child, working on the floor of her living room and taking a bath. The 90-second video concludes with a nighttime scene of the model attending a play with a date before the collection's name is shown.

As of press time, Tiffany has not shared the video socially, but it can be viewed [here](#).

A look behind the designs

Although a brand's name propels interest in products, giving the individual designer a chance to be a part of the collection's marketing gives more personality.

For example, Tiffany revitalized interest in its Elsa Peretti collections with a social campaign that included the musings of the Italian jewelry designer.

The inclusion of Ms. Peretti's personal thoughts in the campaign found on the Tiffany Twitter and Facebook accounts gave face to the collection and spoke to the designer's creative process. Collaborations are better received by consumers if the working partners' values are well-understood and highlighted through content ([see story](#)).

This extends to ranges outside of apparel, accessories and jewelry.

For instance, French atelier Christian Dior introduced its new creative and image director of Dior Makeup, Peter Philips, through backstage footage of the Dior cruise 2015 show ([see story](#)).

Putting the person behind the creativity of a product will enhance interest due to the personal touch.

"When possible, it's helpful for a brand to put the name and face of an up and coming creative designer on the merchandise," Mr. Casey said.

"It helps to put the personality and perspective of the designer within the components of a promotional strategy," he said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/IM9k_3Kwpbk](https://www.youtube.com/embed/IM9k_3Kwpbk)

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