

ADVERTISING

Harry Winston drives attention to roots through new advertising effort

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Harry Winston Traffic ring from New York Collection

By NANCY BUCKLEY

U.S. jeweler and watchmaker Harry Winston is returning to its New York roots with a new advertising campaign featuring several landmark buildings within the city, including the brand's own Fifth Avenue store.

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The return to New York will highlight the house's rich history and legacy. Also, Harry Winston is likely using this opportunity as a launch pad for the future.

"This campaign smartly reinforces Harry Winston's enduring relationship with New York, which dates to the company's founding in 1932," said Jim Gentleman, senior vice president of account management and strategy at [SK+G](#), Las Vegas.

"Harry Winston is inextricably linked to New York, a global fashion capital," he said. "In an era of me-too luxury brands, playing up the brand's heritage by accentuating its New York origins is an authentic approach that reinforces Harry Winston's legacy appeal."

Mr. Gentleman is not affiliated with Harry Winston, but agreed to comment as an industry expert.

Harry Winston was unable to comment by press deadline.

New York, New York

New York architecture reflecting against the diamonds and jewels of Harry Winston create a parallel between the beauty and craftsmanship of the jewelry and the pristine construction of the buildings and landmarks of the city.

There will be two color schemes of the advertisements. One will be varying shades of blue against the high-jewelry and designer collections. The other will be an ivory and light rose color with subtle floral accents for the bridal collections.



High-jewelry and design collections

In 1932, Harry Winston founded the company in New York and the flagship store, workshop, design studio and archives remain in the city. By focusing on the city that holds so much of the brand's history, the house is delving into the past to look toward future endeavors.



Bridal collections

In a branded statement, the CEO of Harry Winston, Inc., Nayla Hayek explained that the campaign “not only serves as a treasured reminder of our past, but also underscores our continued commitment to uphold the esteemed legacy of the house, as we look to write its future.”

Although the campaign will only feature New York, Harry Winston has locations worldwide, including Beverly Hills, CA, London, Paris, Tokyo, Hong Kong and Shanghai. The advertising campaign will appear in print publications worldwide in October 2014.

A look into the past

Focusing on a brand's roots in an advertising campaign can draw attention to past accomplishments and drive awareness from consumers.

For instance, Switzerland's Patek Philippe promoted the history behind the brand with a simple mobile advertisement on Women's Wear Daily that led to a timeline of the watchmaker.

The minimalistic ad features only a few words and no images, with a click-through to the homepage of the brand's Web site which featured a timeline showcasing the brand's historical moments. The use of a simple ad and historical landing page promoted Patek Philippe to an audience of fashion-minded individuals while celebrating the brand's storied past ([see story](#)).

Similarly, British label Mulberry launched its autumn/winter 2014 campaign with a microsite and video that highlighted the brand's home country.

The microsite showcased the ready-to-wear collection and the Tessie leather collection. Mulberry's videos and microsite depict its British roots likely to have provided a deeper connection between the brand and the consumer ([see story](#)).

Highlighting a specific location, especially one that holds roots with the brand, is likely to build awareness.

"Whether you live in New York, Beverly Hills, CA, Rio, London, Paris or Shanghai, associating with New York when it comes to fashion is astute – especially when there's truth and a glamorous back-story to that connection," Mr. Gentleman said. "That's the case with Harry Winston."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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