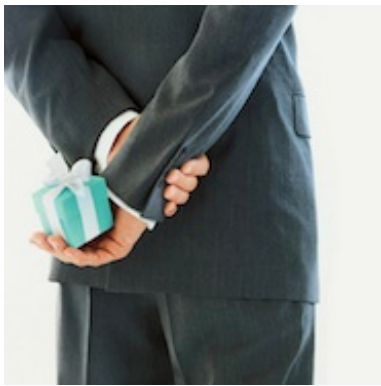


ADVERTISING

## Tiffany encourages romantic diversity with same-sex engagement ad

January 13, 2015



*Image of the iconic Tiffany & Co. box*

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By KAYSORIN

U.S. jeweler Tiffany & Co.'s spring 2015 advertising campaign features a same-sex couple for the first time in the brand's history.

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**Luxury Daily**

The "Will You" campaign includes seven photographs of different couples in various stages of their romantic relationships, captioned with text that expresses their love for one another. One of the images is of a homosexual, male couple about to commit to marriage and exchange engagement rings.

"Tiffany & Co. has always been the traditional 'favorite' for couples selecting an engagement ring brand and will likely maintain that position," said Tina Masciadrelli, senior account executive at [The O Group](#). "This new campaign acknowledging the diversity of today's couples is a step forward for the Tiffany brand, proving that a Tiffany piece should, and will, resonate with every type of relationship."

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

[Tiffany](#) was unable to comment directly.

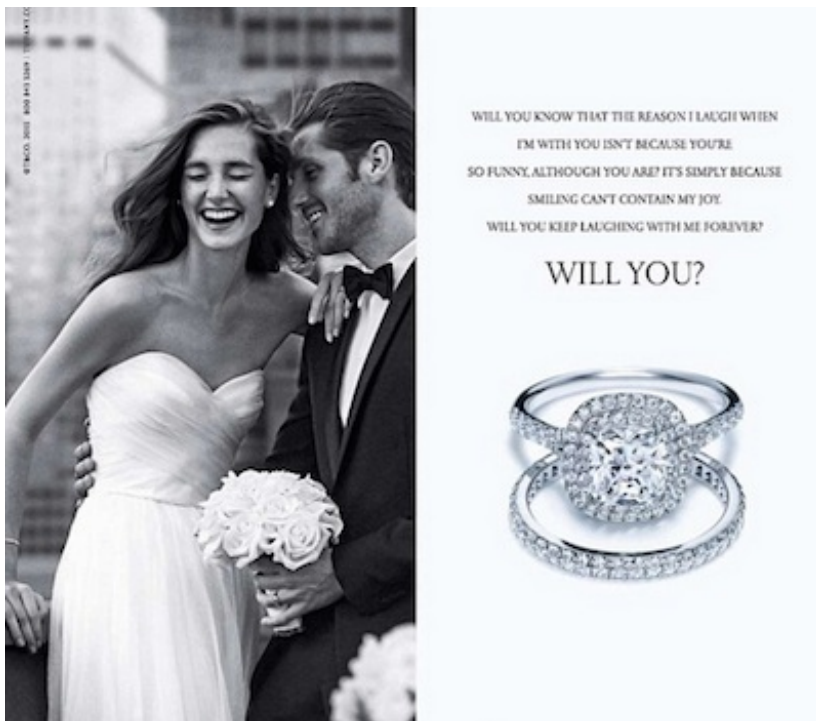
## Modern love

Tiffany's campaign takes a modern look at love and marriage, acknowledging that many families today are not as traditional as they once were. The Will You campaign also included a couple with a young child exchanging their first wedding vows.



### *Homosexual couple in Tiffany's Will You campaign*

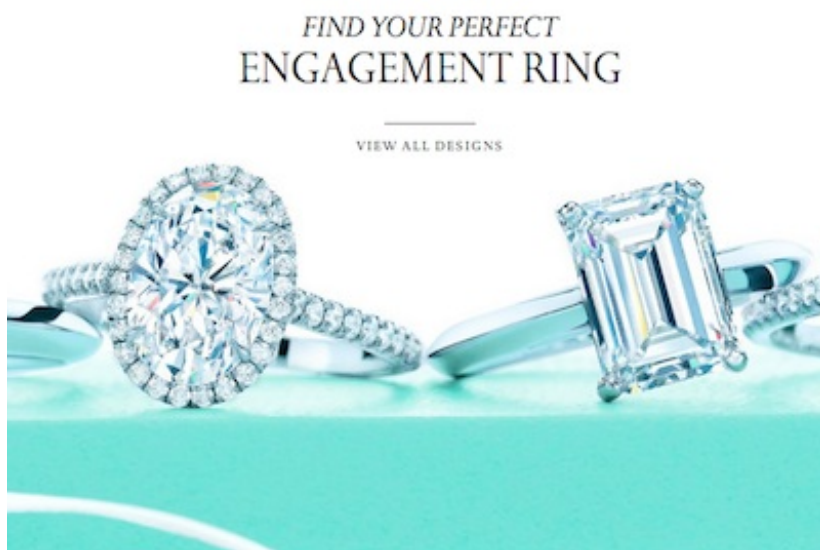
The campaign seeks to convey that every romantic relationship is unique and beautiful in its own way, just as every Tiffany's engagement ring and wedding band has its own spark. Tiffany celebrates all kinds of relationships and is able to provide the perfect ring for each and every one.



### *Heterosexual couple in Tiffany's Will You campaign*

With same-sex marriage now legal in 36 states, it is fitting that brands begin to catch up with the national sentiment and focus some of their advertising on the LGBTQ community. Tiffany is capitalizing on this mentality with a campaign that feels very timely and conscientious.

It is important for the brand to cater to many different demographics, and targeting a more diverse range of consumers will likely lead to more commercial success.



*Image of Tiffany engagement rings*

## **Promising proposals**

Tiffany is one of many brands to show support for the LGBTQ community in recent years.

In 2011, apparel and accessories designer Marc Jacobs took a stance for marriage equality by teaming up with the Human Rights Campaign and unveiling a “New Yorkers for Marriage Equality Campaign” window display at the brand’s store in New York.

The storefront was set up like a wedding scene with empty chairs, encouraging New Yorkers to “help to fill the chairs.” The HRC came to the brand asking for support ([see story](#)).

It is not only socially responsible, but also financially beneficial for brands to tailor marketing strategies to LGBTQ consumers.

The Ritz-Carlton New York, Battery Park, for example, is tapping into a new consumer market by offering tailored wedding packages for same-sex couples.

The hotel property has two different packages that can accommodate up to 50 wedding guests. Packages include an LGBT-certified Ritz-Carlton wedding consultant, wedding concierge, Statue of Liberty view accommodation on the wedding night, marriage officiant, Champagne toast and wedding cake, floral options and caricature of the wedding couple and Lady Liberty to commemorate the day ([see story](#)).

Tiffany's Will You campaign has the potential to achieve both social and financial success. It is helping bring awareness to gay relationships while at the same time entering a significant new market.

“I believe this campaign will not only reaffirm Tiffany’s category leadership for consumers familiar with the brand,” Ms. Masciadrelli said, “but will also prove to a new,

contemporary consumer that the brand is prepared to grow and evolve with them.

“I hope the reaction to this campaign is a positive one,” she said. “The Tiffany brand has heritage and staying power, which is why they should be proud to celebrate every form of love and commitment.”

Final Take

*Kay Sorin, editorial assistant at Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/1kGWaDMhXvc](https://www.youtube.com/embed/1kGWaDMhXvc)

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