

ADVERTISING

## Tiffany sums up New York in simple terms

April 28, 2015



*Edie Campbell for Tiffany & Co.*

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By STAFF REPORTS

U.S. jeweler Tiffany & Co. is summarizing New York in a few short words with the help of model Edie Campbell.

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**Luxury Daily**

Tiffany is considered by many as a New York institution with much of its marketing communications using the city as a backdrop for its narratives. By asking a tastemaker to describe New York, consumers will likely identify with Ms. Campbell's description.

New York state of mind

In the black-and-white video, Ms. Campbell says a series of words that she feels summarizes New York. The first of these words are "sparkles, yellow cabs, possibilities" and goes into destinations such as SoHo and the Whitney Museum of American Art, which Tiffany is a sponsor ([see story](#)).

As Ms. Campbell continues she mentions girls in tights, energy and little dogs in funny plastic booties, hot dogs, pretzels, the arts and Uptown ladies. At the end of her monologue, Ms. Campbell refers to Fifth Avenue and Tiffany ending the 30-second video by saying, "That's New York, isn't it? That's everything."

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*How to sum up New York City in a few short words? Edie Campbell gives it a go. Shop the look: <http://bit.ly/1OYk7Fr>*

*Posted by **Tiffany & Co.** on Monday, April 27, 2015*

By following the link provided alongside the social video, consumers are able to shop the look. The click-through presents consumers with pieces from Tiffany's Tiffany T and Atlas collections.

The style edit encourages consumers to purchase pieces from both lines to achieve a layered look.

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