

MULTICHANNEL

## Tiffany dives into the inspirational sea for 2015 Blue Book

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*Sapphire and chrysocolla cabochon by Tiffany & Co.*

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By JEN KING

U.S. jeweler Tiffany & Co. is exploring aquatic elements in the first Blue Book created under the direction of design director Francesca Amfitheatrof.

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**Luxury Daily**

Since 1845, Tiffany's annual Blue Book has been a traditional direct mailed catalog featuring the jeweler's latest in high-jewelry, but the brand has steadily incorporated digital touchpoints to increase interaction while exploring its influencers. By extending the print effort into the digital realm, Tiffany is able to interact with a larger audience that may not have been included on its mailer list.

"Having a digital edition of a product catalog is essential these days for the mobile customer to not only provide ease of consumption, but to track user engagement and gather data from those that view," said Brittany Mills, director of digital marketing services at **Mobiquity**, New York. "Understanding what type of content sparks engagement, what placement drives conversion and how long a user engages will help to only better the experience and connect with your customers."

"Luxury brands can convey their story so much more elegantly (if done right) through

video," she said. "The music, production and product showcases only enhance the story for the customers.

"Video also provides another form of engagement with users and is one of the top types of content shared with digital customers."

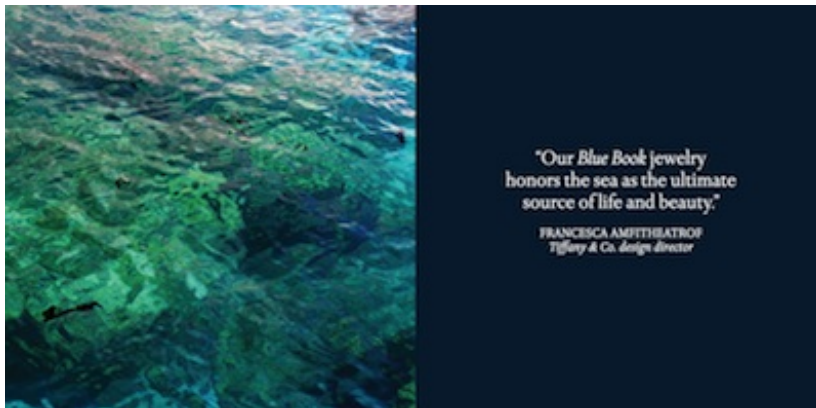
Ms. Mills is not affiliated with Tiffany, but agreed to comment as an industry expert.

**Tiffany** was unable to comment directly by press deadline.

### Ocean blue

For 2015's Blue Book, titled "The Art of the Sea," Tiffany features high-jewelry pieces by Ms. Amfitheatrof. The collection, the first high-jewelry line with Ms. Amfitheatrof at the helm, "sets Tiffany diamonds in electrifying motion – spinning in whirlpools, cascading in waterfalls and dancing like moonlight on the waves."

While the brand's gemstones have been incorporated into "blossoming undersea gardens and swirling like pebbles polished by wind and water," according to a statement by Tiffany.



### *Tiffany's 2015 Blue Book Web page*

As the inaugural Blue Book of Ms. Amfitheatrof, Tiffany introduced the concepts seen in the collection through a behind-the-scenes video featuring the brand's design director. Shared socially, the two-minute video begins with Ms. Amfitheatrof explaining that the approach of the Blue Book is to treat every piece individually.

Her monologue continues by saying that there are many details and textures found within the ocean and that she enjoys spending time in the Tiffany archives to look for pieces from the past that connect with her present-day thoughts.

Next, she walks the viewer through a selection of pieces that connect the past to the present through elements of the sea. To conclude, Ms. Amfitheatrof mentions the legacy of designers that came before her and how at Tiffany there is dedication to poetry and artistry in every piece.

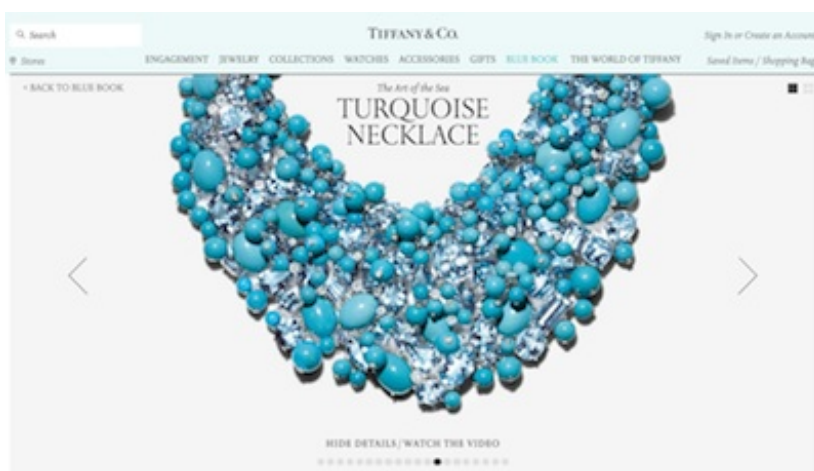
Tiffany design director Francesca Amfitheatrof discusses the inspiration for her inaugural Blue Book, "The Art of the Sea." Explore 2015 Blue Book: <http://bit.ly/1EmZi52>

Posted by **Tiffany & Co.** on **Friday, April 24, 2015**

Other posts shared on social media highlight the black opals used in earrings to “reflect the swirling currents of the sea” and a short 36-clip showing the 32.05-carat rubellite bracelet with pavé pink sapphire from sketch to finish.

Each post is accompanied by a link to explore the 2015 Blue Book further. Here, pieces are shown largely so consumers can sense their details alongside images of the sea that appear as abstracts although found naturally.

The various tiles of jewelry and the sea are offset by quotations from Ms. Amfitheatrof such as “Water has endless permutations, never still, never the same. It is nature’s most changeable element.”



*Turquoise necklace with aquamarines and diamonds set in platinum by Tiffany*

When a consumer selects an individual piece from the Art of the Sea collection they can browse imagery related to the jewelry and watch “The Journey of the Jewel,” a video displaying its creation.

The 20-piece Art of the Sea collection features necklaces, rings, bracelets, earrings and a silver decanter with matching cups. Pricing for the pieces are available upon request only.

#### Look books

Last year for the Blue Book focused on the colorful gemstones used in many of the brand’s designs.

The direct mail catalog was accompanied by a digital version with expanded content that explored the featured pieces in more detail. By creating a multi-platform campaign for the 2014 Blue Book, Tiffany likely inspired aspirational consumers who were not currently enrolled in the jeweler’s preferred client list to sign up for the direct mail version.

Although this year’s approach is similar in execution, the inclusion of Ms. Amfitheatrof as the voice of the collection symbolizes her role as design director as she works to bring the jewelry into a new era.

Her first collection, Tiffany T, was heralded as the pieces that will move Tiffany into the

future, according to the brand. Like with the 2015 Blue Book, the jeweler placed Ms. Amfitheatrof at the forefront of its promotional materials for the Tiffany T collection ([see story](#)).

By integrating digital touchpoints Tiffany is better able to capture the inspiration behind the high-jewelry collection featured in the 2015 Blue Book.

"I believe that the Blue Book includes enough content to engage all types of users," Ms. Mills said. "The story flows nicely and you find yourself wanting to explore more.

"The only thing that I could see negatively impacting engagement numbers is the load time during the experience," she said. "That is a big turn-off for mobile and digital users and could be an issue with as much imagery and video content included in this experience and with most luxury brands."

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/pTigGDAQWzc>

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