

MULTICHANNEL

## Tiffany starts anew with trio of collection updates

September 8, 2015



*Tiffany's models*

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By FORREST CARDAMENIS

U.S. jeweler Tiffany & Co. is ushering in a new beginning with the reveal of three revamped collections.

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Autumn is a season of beginnings, so it is as good a time as any for Tiffany to unveil its reinterpretations of its Tiffany Infinity, Tiffany Bow and Tiffany Victoria collections. Although altering collections is inherently risky, Tiffany's selection of which lines to change and its adherence to the qualities of each collection and its own brand mitigates that risk.

"These collections were chosen because they are classic and 'safe' so to speak," said Donnie Pacheco, founder/CEO of [Donnie P. Consulting](#), Seattle.

"While still fashion, the bow, flower and infinity shapes are perennial jewelry shapes," he said. "The collections go beyond the circles, keys and hearts that make up the majority of their current fashion assortment, yet are still relatable and not too trendy.

"Marquise and pear are the predominant diamond shapes used in the collection; both on trend shapes. The overall look of the entire collection is feminine, an overall trend in

fashion."

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

**Tiffany & Co.** did not respond to request for comment by press deadline.

A new beginning

Tiffany introduced the updated collections on its Web site with a minute-long, black-and-white video set to the song "For You" by Tobias Jesso Jr. The video intercuts moments of three different pairs.

[video width="420" height="236" mp4="https://www.luxurydaily.com/wp-content/uploads/2015/09/Tiffanys-Video.mp4"] [/video]

*Tiffany & Co. full video*

The first is between a mother and her child. The mother is playing the harmonica until her child approaches her and takes it. They talk in hushed voices with their faces close and then playfully chase each other.

At the end, the two are lying down and the mother gives her child a Tiffany Bow bracelet, at which point the camera cuts to a close-up to showcase the bow design and then cuts to a shot of the mother's hand to show a ring from the same collection.

Another of the ostensible storylines occurs between two women, with one gifting the other a necklace from the Victoria collection. The two women share laughs over coffee, dance and generally have a fun time.



*Tiffany Victoria*

The third pair in the video share laughs as one puts a Tiffany's Infinity bracelet around the other and then exchange flowers. Shots of Victoria collection earrings shaped like flowers are clearly visible in the frame during the exchange.

Clicking to shop a particular collection will redirect viewers to a page with an edited

version of the video, consisting primarily of shots in which that collection is more visible.

[video width="420" height="236" mp4="https://www.luxurydaily.com/wp-content/uploads/2015/09/Tiffany-Bow-video.mp4"] [/video]

### *Tiffany & Co. bow collection video*

Although there are shots of the jewelry in the video and each model can be seen wearing products across all three collections, the focus is instead on the interaction between the models.

Taken together, the differences in the interactions, all of which feature models adorned in Tiffany's jewelry, tell the viewers that the brand's jewelry is for any occasion. The all-female models also help convey the feminine qualities of the jewelry and define the target demographic.

"The accompanying videos support the feminine aspect of the collection," Mr. Pacheco said. "The clothing worn is all soft and feminine, yet more casual. There is no gifting message as is the case with many jewelry advertisements."



### *Tiffany Infinity*

"The video focuses mainly on the interactions of the models," he said. "While the collection is shown, close up shots of the jewelry are not the focal point. The video is about the relationships between the women featured and positions it as jewelry to be worn every day, not necessarily to be saved for special occasions."

Same story

It is common for jewelry brands to use videos to help define occasions or feelings to associate with the jewelry.

For example, last week Swiss jeweler Chopard revealed its Imperiale collection after teasing it extensively on social media.

The collection of watches, rings, bracelets, pendants and other neckwear, handbags and wallets contain gold, diamonds and especially amethysts, with prices ranging from \$200-\$500 for a key ring or pen and approaching \$70,000 for the most expensive watches. Billed as “an ode to all modern women that are tirelessly active, yet at all times extremely sophisticated,” the collection argues in its videos that you don’t need a crown to look regal ([see story](#)).

Tiffany’s is not the only jeweler to update and promote a successful collection.

French jeweler Cartier is continuing the promotion of the recently relaunched Paris Nouvelle Vague collection through an email campaign, a series of social videos and a branded magazine.

Cartier’s use of multiple mediums to promote the revamped collection allows the brand to keep its collection top of mind among consumers. Relaunching products can benefit a brand looking to attract new brand enthusiasts and stay relevant among competitors ([see story](#)).

Final Take

*Forrest Cardamenis, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/gwuUcHk6kEI>

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