

ADVERTISING

David Yurman enlivens holiday advertising with Technicolor imagery

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Image from David Yurman's holiday 2015 ad

By STAFF REPORTS

U.S. jeweler David Yurman is brightening up its holiday advertising with its first campaign shot in color.

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Shot by Mert Alas and Marcus Piggot, the campaign retains an element of brand consistency by casting Kate Moss, a spokesmodel for David Yurman for a decade. As the season of lights and joy, becoming part of the festive atmosphere may help David Yurman convince consumers to celebrate with its jewelry.

Not in Kansas anymore

For this campaign, Ms. Moss shares the spotlight with up-and-coming model Anna Ewers. Images capture the blondes in natural poses, as if they are enjoying time at a party.

Taking advantage of the colorful shoot, one look Carlyne Cerf de Dudzele styled for Ms. Ewers features stacks of rings and bracelets in vibrant hues, such as turquoise and fuchsia.

Ms. Moss, on the other hand, wears a stack of the brand's well-known cable bracelets in gold.



David Yurman holiday 2015 ad

In 2001, David Yurman began its association with black-and-white photography in collaboration with Peter Lindbergh. At the time, it was a new concept for the jewelry world that helped the brand differentiate itself.

"Our objective for this campaign is to extend the language of jewelry and the expression of artistry," said Sybil Yurman, co-founder of David Yurman, in a brand statement. "We wanted the imagery and the introduction of color to evoke joy, lightness and life. It had to have a spirit of playfulness yet sophistication, and signal empowerment and confidence. The layering of jewelry and the distinct style speaks to our unconventional perspective and personality."

This embrace of the colorful reflects other recent efforts from David Yurman.

U.S. jeweler David Yurman is playing up the saccharine qualities of its limited-edition Bubblegum Pinky Rings with help from a bevy of social influencers.

The scented pastel baubles available in an array of pastel hues are retailing for \$875, making them an ideal entry point for the brand to reach a younger, aspirational audience. To promote the collection, David Yurman turned to the celebrities and fashion media most apt to inspire purchases among the millennial set ([see story](#)).

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