

ADVERTISING

Tiffany captures anticipatory moments of gifting in holiday efforts

November 3, 2015



Brad Kroenig with sons Hudson and Jameson for Tiffany

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is focusing on relationships for its holiday 2015 marketing.

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Shot by Mario Sorrenti, Tiffany set out to capture the moment gifts are exchanged by individuals with close personal ties embodied by individuals with familial or romantic connections. Using the tagline "Joy Comes Out of the Blue," Tiffany references its iconic Blue Box and spontaneous moments experienced by consumers.

Unwrapping love

To support its holiday concept, Tiffany worked with agency Ogilvy & Master to create a campaign that has an authentic feeling of emotion and closeness. To achieve this, Tiffany cast models who appear with the children, siblings or spouse in black-and-white holiday-themed images.

Tiffany's "Will You" engagement campaign, photographed by Peter Lindbergh, followed this ideology as well by casting real-life couples to celebrate their devotion to one another ([see story](#)).

The jeweler's holiday effort includes model Brad Kroenig with his sons Hudson and Jameson, dressed in tuxedo and pajamas respectively. This image shows the delight involved with giving a loved one a gift.

In another image, brothers Elijah, Kieran and Braden Crothers stand in formal wear eager with anticipation, their expressions serving as a reminder of the joy of gift giving.



Elijah, Kieran and Braden Crothers for Tiffany

Lastly, the campaign includes married models Sasha Knezevic and Anja Rubik exchanging a loving look as she unwraps a Tiffany Blue Box. In the image, Ms. Rubik wears pieces from the Tiffany T and Tiffany Bow collection.

In a statement, Caroline Naggiar, CMO at Tiffany said, "The joy is not only in our blue box, but also in the deep feelings people share. We so often emphasize the glamour and luxury of Tiffany; but we also enjoy a heritage at the center of life's most meaningful occasions. Tiffany's is not only the most anticipated gift to receive, but also the most coveted to give."



Sasha Knezevic and Anja Rubik for Tiffany

The single- and double-page spreads also include designs from well-known Tiffany collections such as Tiffany Key, Tiffany Atlas and the brand's Celebration rings and Yellow Diamonds. The campaign will run in print and the digital properties with the branded hashtag #ATiffanyHoliday.

Tiffany has also created a minute-long video for Joy Comes Out of the Blue that captures the joy of giving and the holidays in New York. For this aspect, Tiffany worked with director Michael Hausman.

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