

INTERNET

## David Yurman builds emotional appeal for Valentine's Day gifting through love stories

February 5, 2016



*Image from David Yurman's Love Notes*

By STAFF REPORTS

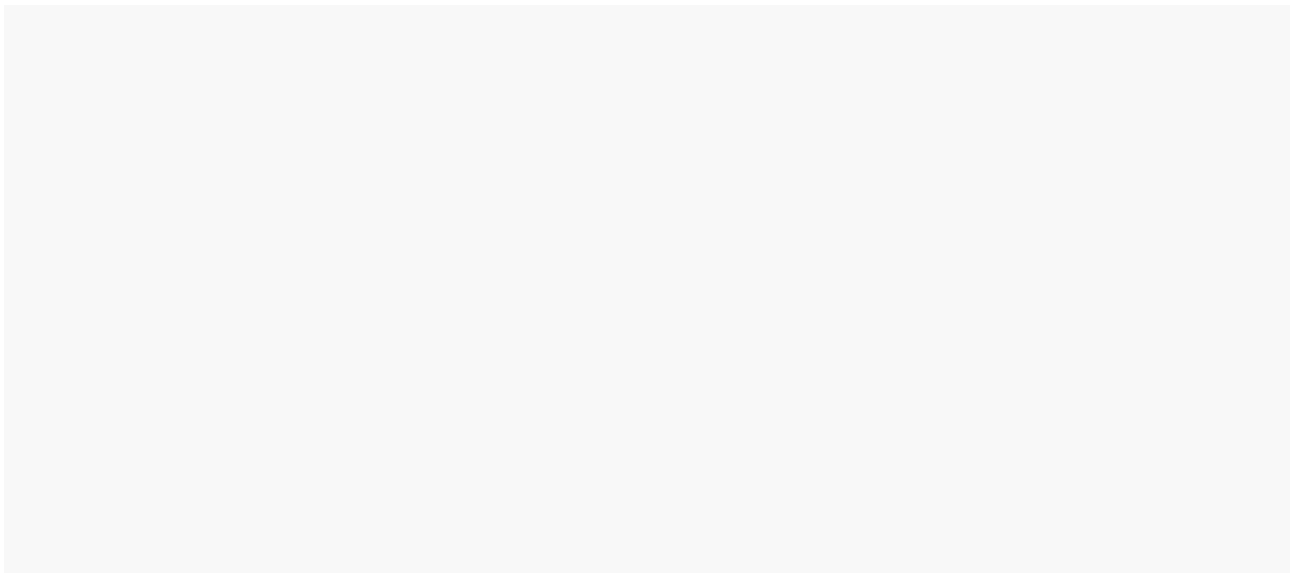
Jeweler David Yurman is celebrating the diverse ways in which affection can blossom to make consumers consider their own love story around Valentine's Day.

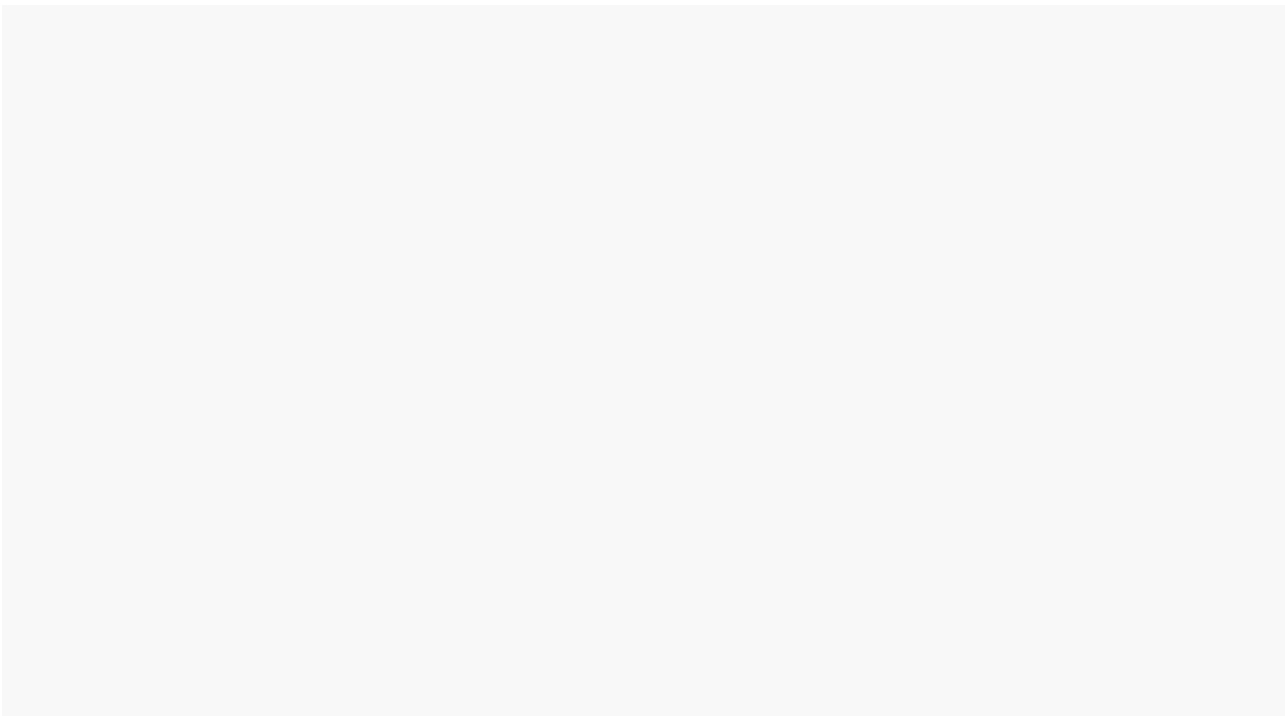
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Housed on the brand's Web site and playing across its social accounts, the feature takes a look at young love, Hollywood-worthy relationships and longtime partnerships between soulmates. Speaking to the universal experience of love rather than taking an overtly branded tactic for the holiday may help David Yurman make an emotional connection with consumers.

Love is in the air

David Yurman's "Every Love Story is Different" was linked from the brand's homepage. On the first page of the content hub, the brand delves into the love story behind Sybil and David Yurman, which began in 1969.





"A muse allows you to listen to your dreams and make them come to life. Sybil is my muse, always." -David Yurman

A photo posted by David Yurman (@davidyurman) on Jan 25, 2016 at 2:58pm PST

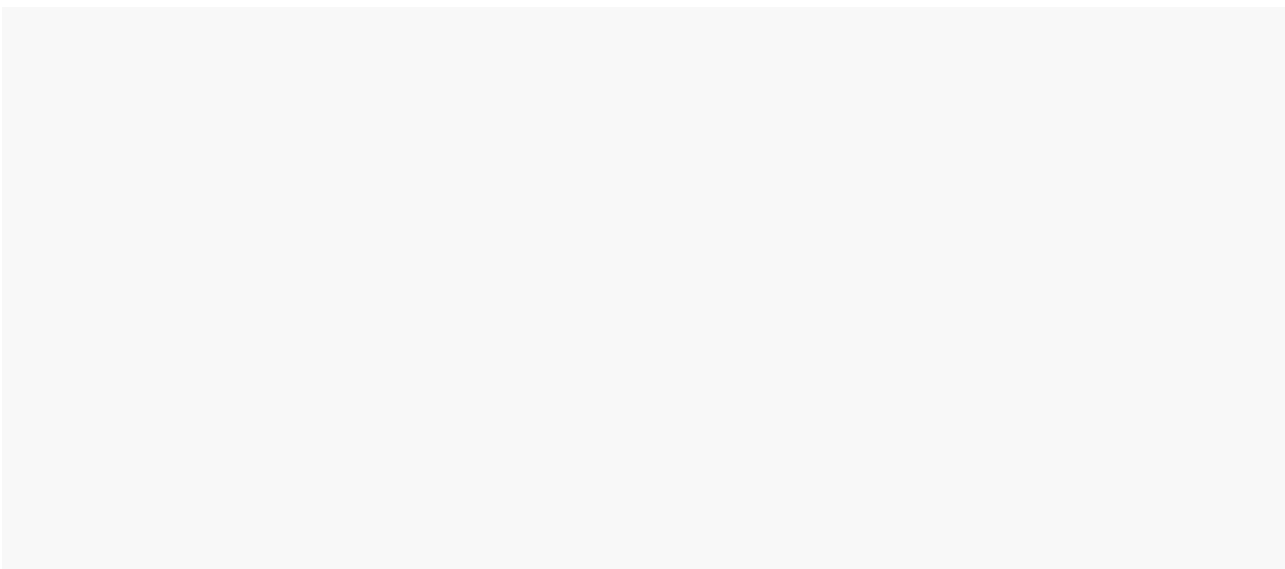
After explaining their love in 20 words, the couple retells how they met and shares their favorite place, Paris. Fittingly, the couple's choices for women's gifts are from the Eiffel Tower-inspired Starburst collection.


Next, the feature explores the young affection between two "Williamsburg babies." Theo and Isadora met on the playground and became best friends.

Natalie and Elizabeth got together in a way reminiscent of a film script, complete with a chance encounter through a mutual friend. Coming full-circle, the pair are now working on a movie together.

With the backstory and information about who these individuals are as couples, their gift suggestions are more meaningful.

Consumers may be able to relate to a particular love story and pick a present for their own loved one accordingly. On Instagram, David Yurman prompted consumers to share their own love story with a photo and caption in 20 words or less with the hashtag #DYLoveNotes for the chance to be featured.





"Williamsburg babies; met at the playground. Our unconditional friendship is one of those inexplicably magical relationships that make everyone believers." - Isa & Theo, best friends since 2008. Share a photo and caption it with your love story in 20 words or less with the hashtag #DYLoveNotes (and you could be featured, too!).

A photo posted by David Yurman (@davidyurman) on Jan 28, 2016 at 12:12pm PST

David Yurman often looks towards its founder's personal life to inform an emotional campaign.

The jeweler appealed to consumer sentiment with an advertisement on Cond Nast-owned Vogue's mobile Web site.

David Yurman's ad took consumers to a Mother's Day gift guide, which was rounded out with personal stories from the designer about his wife. By connecting with consumers on a deeper level about gift giving, David Yurman likely got consumers to commit to one of its pieces to share their affection ([see story](#)).

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