

ADVERTISING

Tiffany takes advantage of Grace Coddington's "at large" status

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Tiffany mood board for holiday 2015

By STAFF REPORTS

Jeweler Tiffany & Co. is tapping the styling talents of former Vogue magazine creative director Grace Coddington.

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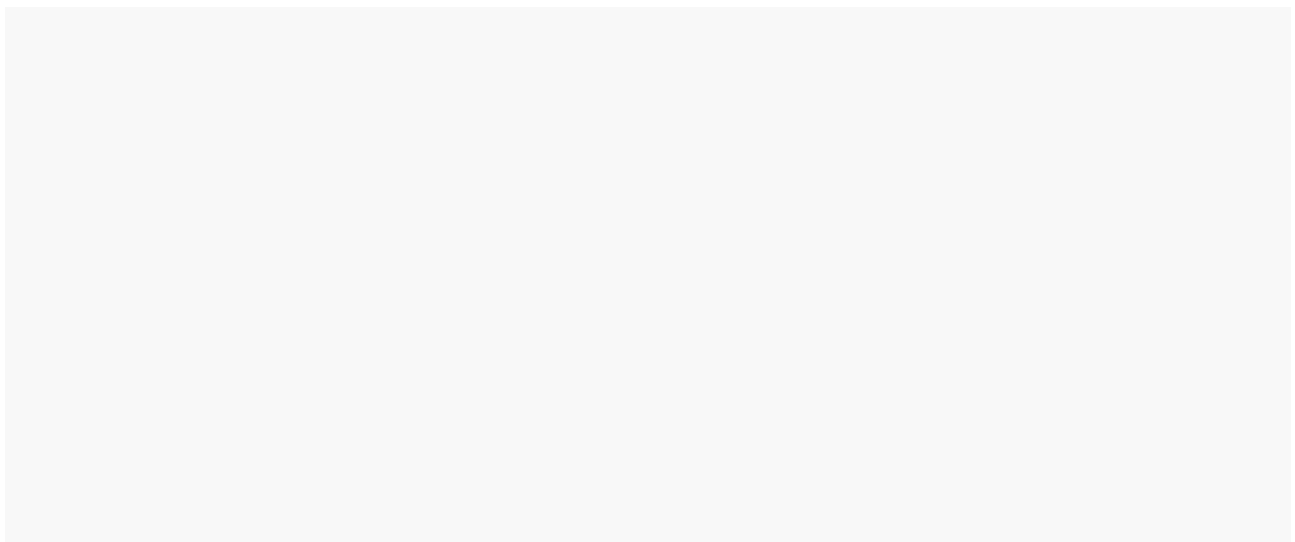
Ms. Coddington, the brains behind many of Vogue's most iconic editorials over the last three decades, is overseeing Tiffany's fall/winter campaign shoot. This is the first time Tiffany has paired with an outside creative talent.

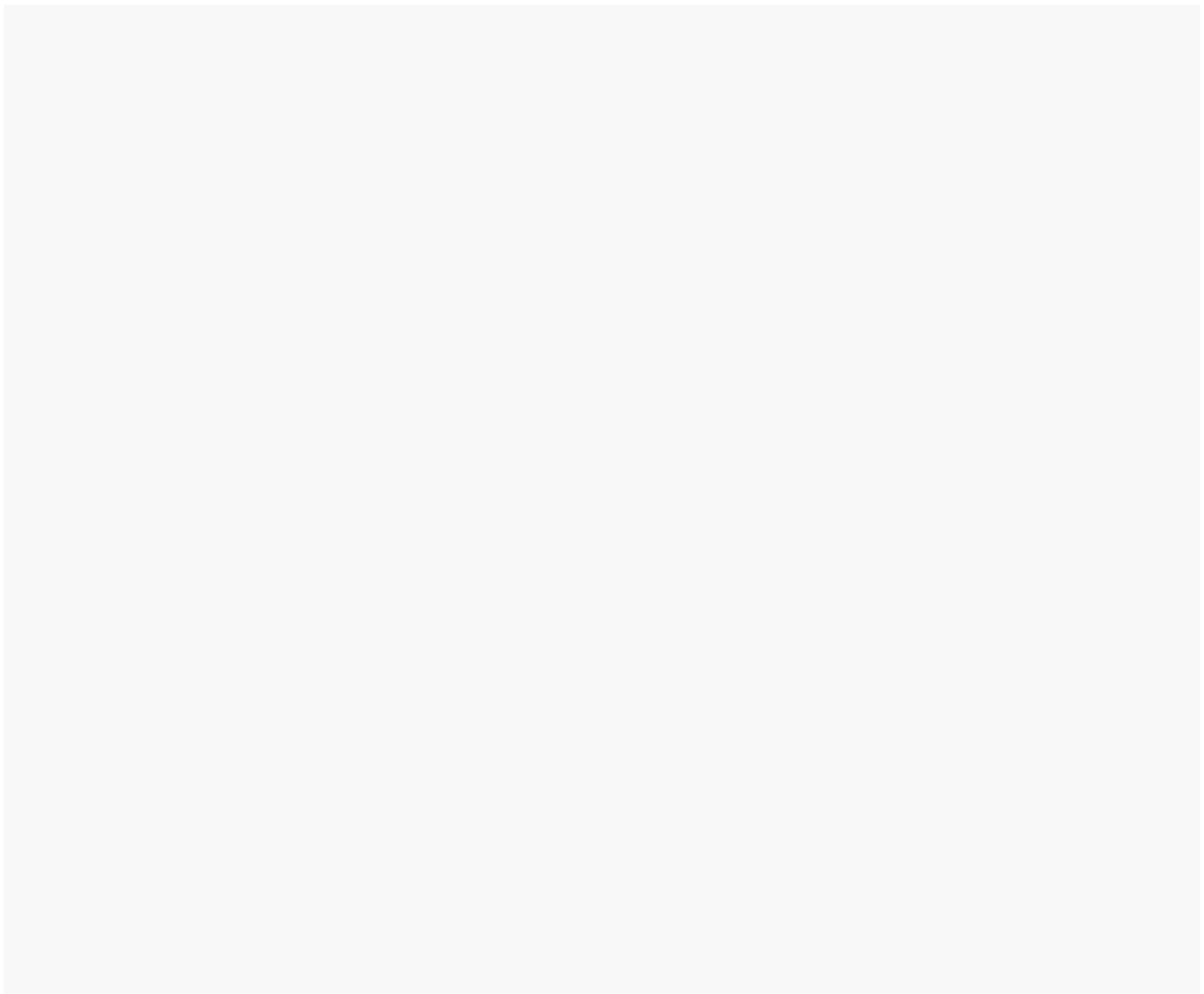
Out of the blue

In her consulting role for Tiffany, Ms. Coddington helped to cast celebrity talent, styling them for an ad campaign.

According to Women's Wear Daily, the results of the collaboration will debut in luxury lifestyle, travel and fashion magazines this September. The effort will also run on Tiffany's digital and social channels.

Tiffany commemorated the pairing with an animation shared on social media, which shows Ms. Coddington popping out of one of its iconic blue boxes.





The best things come out of the blue! We've been hard at work on our fall campaign; and we're excited to announce a collaboration with our creative partner and style visionary @therealgracecoddington. #gracecoddington #tiffanyandco

A video posted by Tiffany & Co. (@tiffanyandco) on Apr 28, 2016 at 5:30am PDT

The "style visionary" now has more time for projects outside of Vogue.

After being creative director of American Vogue for nearly 30 years, Ms. Coddington announced her plans to step down from her role at the Cond Nast-owned publication this January.

In an exclusive interview with Business of Fashion, Ms. Coddington announced that she was taking on a new role as creative director at large, allowing her to work on external projects alongside her styling duties for American Vogue ([see story](#)).

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