

JEWELRY

Tiffany harnesses power of celebrity to celebrate iconic designs

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Image courtesy of Tiffany

By STAFF REPORTS

Jeweler Tiffany & Co. is gathering famous faces to portray the style and substance of the brand's collections.

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The brand's first celebrity-fronted campaign is being directed by Grace Coddington, the former creative director and now creative director-at-large of Vogue magazine. Centered on the tagline "Some style is legendary," the fashion industry veteran was a fitting choice to bring the concept to life.

First time for everything

Included in the campaign are Academy Award winner Lupita Nyong'o, actress Elle Fanning, model/activist Christy Turlington-Burns and model Natalie Westling. Ms. Coddington played a role in picking the spokesmodels.

"Tiffany and its famed blue box has always held special meaning for me," Ms. Coddington said in a statement. "To me this is not just an ad campaign, but an opportunity to portray a legendary house of luxury through modern portraits of uniquely talented subjects."

Ms. Nyong'o wears the Tiffany T Square bracelet as a symbol of her strength and confidence, while Ms. Fanning models Tiffany Keys and Tiffany Victoria to express her dreamy outlook of possibility.

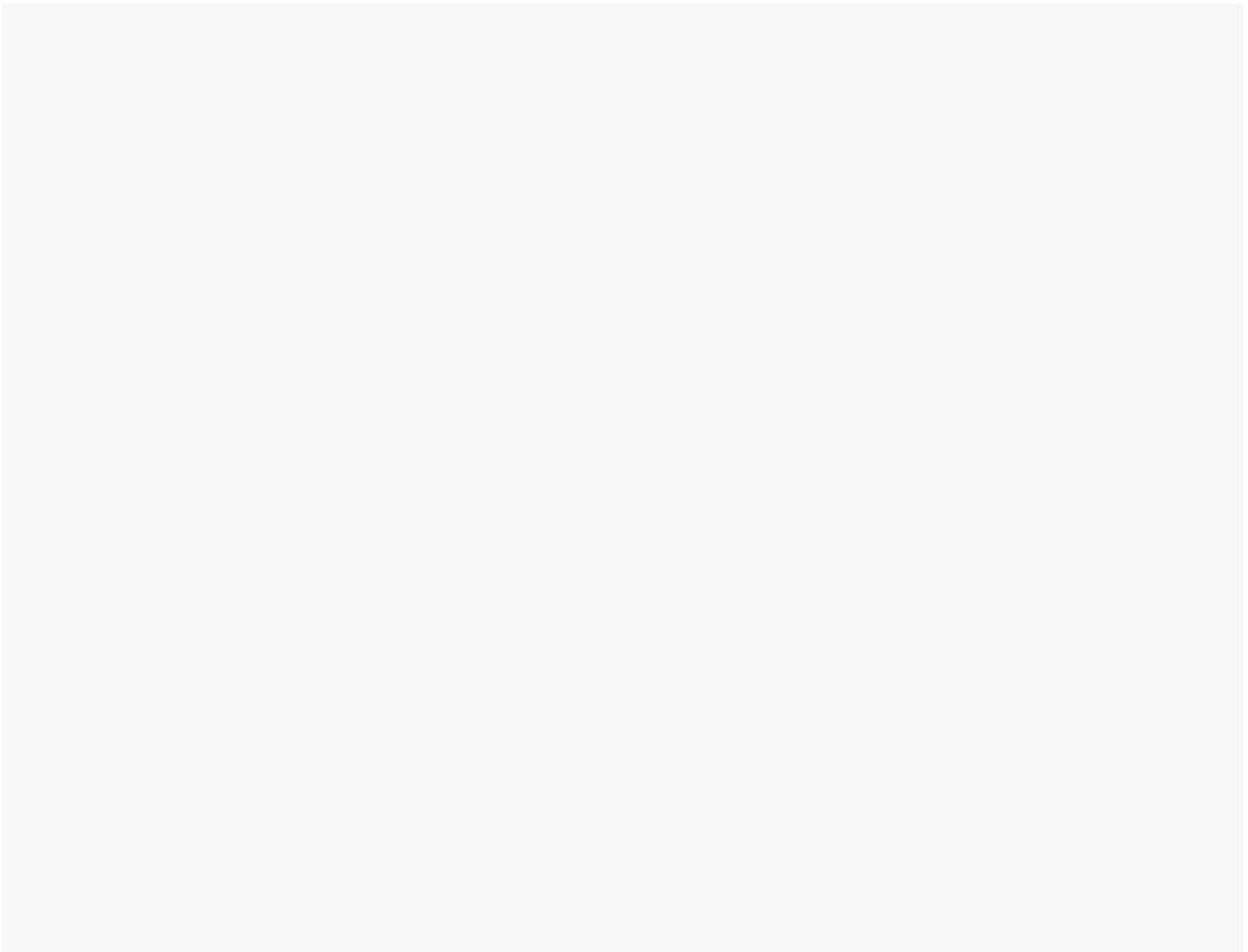


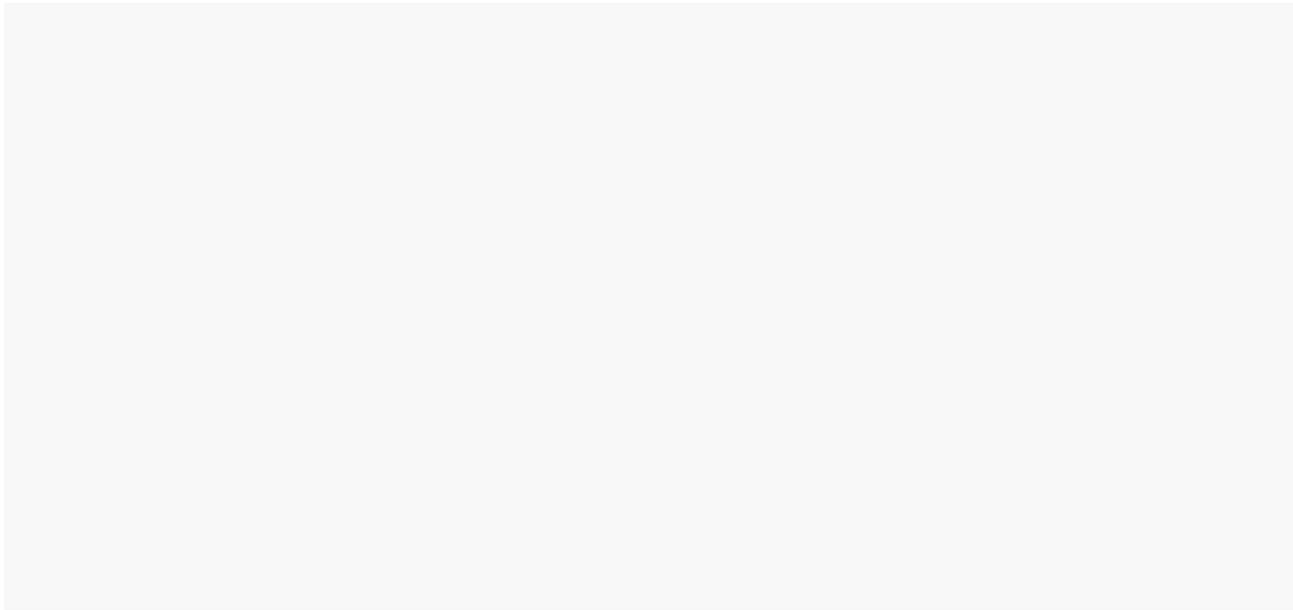
Tiffany Elsa Peretti Diamonds by the Yard

Seeking a more streamlined look, Ms. Turlington-Burns wears Elsa Peretti Diamonds by the Yard and Tiffany T Square bracelets with diamonds.

Along with the collection of portraits, photographer David Sims also shot a series of videos featuring the talent expressing their ideas on legendary style.

Making this a campaign of firsts, Tiffany's effort marks the first time that Ms. Coddington has worked on a brand campaign since leaving her full-time Vogue position earlier this year ([see story](#)).





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 editor spent almost 50 years in the fashion magazine business, first at British Vogue, and then at American Vogue.

"For generations, Tiffany has defined the true meaning of legendary style," said Caroline Naggiar, chief brand officer, Tiffany & Co. "For our latest campaign, we set out to find the best creative talents both behind and in front of the camera, to present our iconic collections.

"Who better than Grace Coddington, a style legend in her own right, to serve as our creative partner."

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