

JEWELRY

## Tiffany strengthens millennial outreach in social influencer campaign

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*Fernanda Ly for Tiffany's #LoveNotLike*

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is appealing to a younger consumer generation through a social media push for its Return to Tiffany Love collection.

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With accessible price points and millennial-aged models sporting the collection on the brand's posts, Tiffany is working to show younger consumers that it offers more than just high-jewelry. Recently, Tiffany has been working towards embracing different facets of its product category and casting celebrity faces as ambassadors in a bid to rejuvenate consumer interest and grow profit margins.

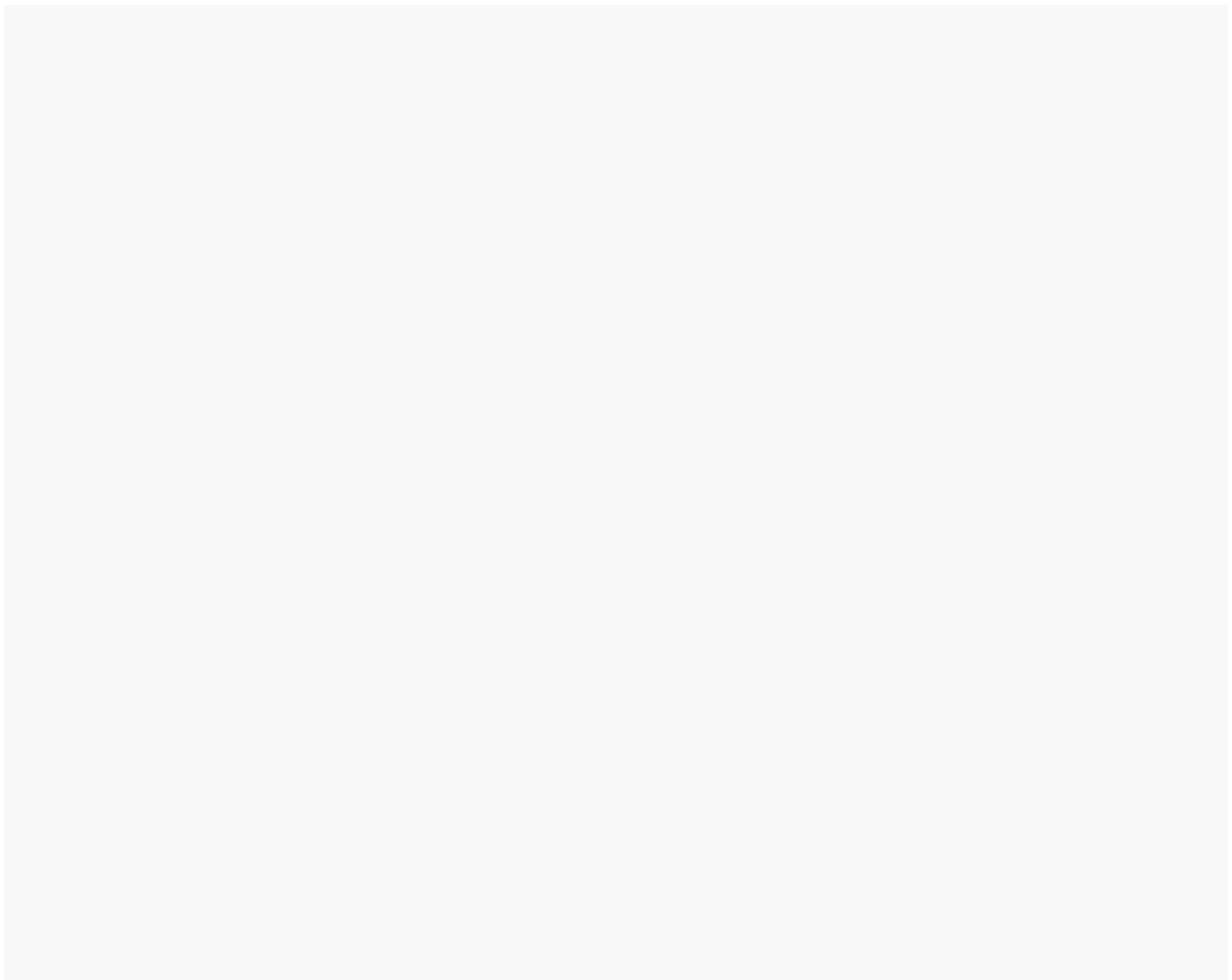
**#LoveNotLike**

Tiffany introduced the Return to Tiffany Love collection on its social platforms with a video clip of a hand drawn white heart with the words **#LoveNotLike** written inside. Using a black background, the heart and writing appear as if they were written in chalk.

The hashtag **#LoveNotLike** is then used in all posts after the video, serving as the collection's tagline.

In its posts, Tiffany takes time to introduce the millennial models shown in its images. As of press time, Tiffany has introduced its social community to international models Fernanda Ly, Imaan Hammam and Pyper America Smith.

On Instagram, Tiffany included the handles of each woman in the photo's caption. By including the Instagram handles of each of the models, Tiffany is increasing the likelihood of the women's fans landing on the shared content, leveraging Instagram as a discovery point for the Return to Tiffany Love collection.



@imaanhammam truly embraces #LoveNotlike. "My loves and likes? That's easy. I love my new puppy. We call her Jazz." #ReturnToTiffany #Tiffany #TiffanyAndCo

A photo posted by Tiffany & Co. (@tiffanyandco) on Jul 24, 2016 at 6:35am PDT

The collection is a newly designed nod to the Return to Tiffany collection, a line of entry-level pieces that all include a heart-shaped tag that reads "return to Tiffany." The meaning behind the message plays off the notion that if a bracelet, for example, has been lost bringing it back to the nearest Tiffany boutique will ensure its return to its rightful owner, as she is often shopping at the brand.

The playful nature of the collection has become one of Tiffany's most popular collections, especially among young consumers.

Similar to its original collection, which is still available, the pieces all include the iconic phrase but include the word "love." The new Return to Tiffany Love collection has a series of charm bracelets, necklace pendants, cuffs, earrings and rings.

Tiffany's social influencer #LoveNotLike campaign for Return to Tiffany Love comes on the heels of the jeweler announcing its first celebrity-fronted print effort.

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

The brand's 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.

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 ([see story](#)).

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