

JEWELRY

Nirav Modi ads explore universal pillars to support jeweler's international growth

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Nirav Modi's global campaign, photographed by Peter Lindbergh

By JEN KING

Indian jeweler Nirav Modi is accompanying its growing retail presence with an advertising campaign shot by Peter Lindbergh.

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As Nirav Modi opens additional boutiques around the world, its first advertising campaign outside its home market, featuring a cast of international models, will help the jeweler spread awareness of its offerings. Last year, Nirav Modi opened its first United States boutique on New York's Madison Avenue, acknowledging the importance of a strong bricks-and-mortar strategy to cull global consumers' sentiment.

"The overall objective of the campaign is to garner maximum reach and awareness globally," said Olivier Rose Van Doorne, worldwide creative director and president of Select World, New York.

"Nirav Modi has a very strong brand presence in India, and the goal is to establish Nirav Modi as the first Indian luxury brand globally especially in other key markets such as the United States, United Kingdom and Hong Kong," he said.

"The campaign, shot by Peter Lindbergh and featuring Rosie Huntington-Whiteley, Andreea Diaconu and Lisa Haydon, creates an instant icon and brings credibility to the brand while introducing the brand's three pillars: Extravagant Discipline, how we describe our products; Igniting Femininity, what we believe the jewels do to the woman and No One Shines Brightest Alone, the emotional cultural effect that the brand believes."

Select World worked with **Nirav Modi** on the advertising campaign.

Global push

Strategic retail expansion is ideal for smaller luxury brands working to enter a developed market such as New York and increase consumer awareness.

Indian jeweler Nirav Modi, whose founder is a third generation diamantaire, opened its third boutique this time last summer, choosing New York's Madison Avenue as the location due to the area's high-end storefronts and affluent neighbors.

The additional bricks-and-mortar presence joined Nirav Modi boutiques in Delhi and Mumbai as part of the jeweler's dynamic market expansion strategy that will include 10 more storefronts in the U.S., and another 30 boutiques worldwide by 2020 ([see story](#)).

As the brand further establishes its bricks-and-mortar network, Nirav Modi has turned its attention toward its advertising efforts, aiming to introduce its wares to a new audience.

For the campaign, Nirav Modi worked with fashion photographer Peter Lindbergh, known for his black-and-white imagery. Moving away from his personal aesthetic, Mr. Lindbergh shot the Nirav Modi campaign in color, using desaturated hues to underscore the jewelry's sparkle.

Starring in the campaign is Indian-Australian model Lisa Haydon, Rosie Huntington-Whiteley of Britain and Romania's Andreea Diaconu.



Nirav Modi's global advertising campaign

For the still images, the women were photographed with various pieces from Nirav Modi's collections, together and separately against a dusty sunset color scheme.

A behind-the-scenes video was created to show Mr. Lindbergh's creative process while three solo films feature the models and a specific piece of Nirav Modi jewelry.

The solo films, averaging seven seconds, show off Nirav Modi's Luminance earrings on Ms. Haydon, Lotus earstuds worn by Ms. Diaconu and Ms. Huntington-Whiteley wearing the jeweler's Jasmine earrings.

Additional utterances of the campaign shows the models in scenes of black-and-white as well as color.

Nirav Modi campaign 2016 behind-the-scenes

Nirav Modi's campaign launched globally via social media on Aug. 1 and will appear on billboards in India and Hong Kong.

"The campaign imagery is so strong in and of itself that in the larger format, it is even more impactful," Mr. Rose Van Doorne said. "The billboards were placed strategically throughout key locations in India and Hong Kong to drive awareness of the boutiques in those markets.

"While you're in your luxury car, inevitably stuck in traffic, the images provide a stunning respite," he said.

The timing of the campaign comes as Nirav Modi gears up for a global push with store openings planned for London and Macau later this year.

Speaking to all

The casting of international models was intentional with Nirav Modi looking to show that its jewelry designs are not location-, culture- or demographic-specific.

Brands and retailers alike are working to appeal to a global audience through advertising efforts.

For example, online retailer Net-A-Porter has cast its first multiple model advertising campaign for fall/winter 2016.

In a break from tradition, Net-A-Porter recruited five up-and-coming models of different races and looks for its latest seasonal ad effort which includes still imagery and a video component. For its past campaigns, Net-A-Porter has worked with a single model to showcase its edit of a season's must-haves and trend pieces ([see story](#)).

Using universal values as its pillars, Nirav Modi is able to speak to a wider audience around the globe.

"We wanted to bring to life the brand's three pillars Extravagant Discipline, Igniting Femininity and No One Shines Brightest Alone - while staying true to Peter Lindbergh's classic look and feel of more muted tones and softer imagery," Mr. Rose Van Doorne said.

"With this being the first campaign for many of the markets outside India, we wanted to stay true to what the expectations are in the category but also show how we bring something unique through the pillars we discussed: women together, being positive and lifting each other up through jewelry that makes you feel confident, feminine and beautiful," he said.

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