

JEWELRY

Mikimoto exudes pearls' duplicity in Modern Mansion setting

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Mikimoto Modern Mansion

By STAFF REPORTS

Japanese jeweler Mikimoto is highlighting the modern woman and the versatility of pearls for its new campaign effort.

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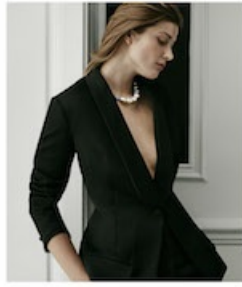
Mikimoto worked with international creative agency Lloyd&Co. on the "Modern Mansion" campaign to celebrate female modernity and its long-standing brand heritage. The campaign will appear as print advertisements and will include a number of short films broadcast across Mikimoto's social and digital channels.

Modern mysteries of the sea

Modern Mansion was shot by photographer Annemarieke van Drimmelen at the Academy Mansion, near Central Park in New York.

In the imagery and film content model Larissa Hofmann, the new face of Mikimoto for Modern Mansion, wears a variety of pearl jewelry. The Modern Mansion campaign was shot in both black-and-white and color to represent the versatile and dualistic nature of Mikimoto's jewelry.

Ms. Hofmann is shown wearing Mikimoto's Akoya, White South Sea Baroque, White South Seat and White Diamond pieces.

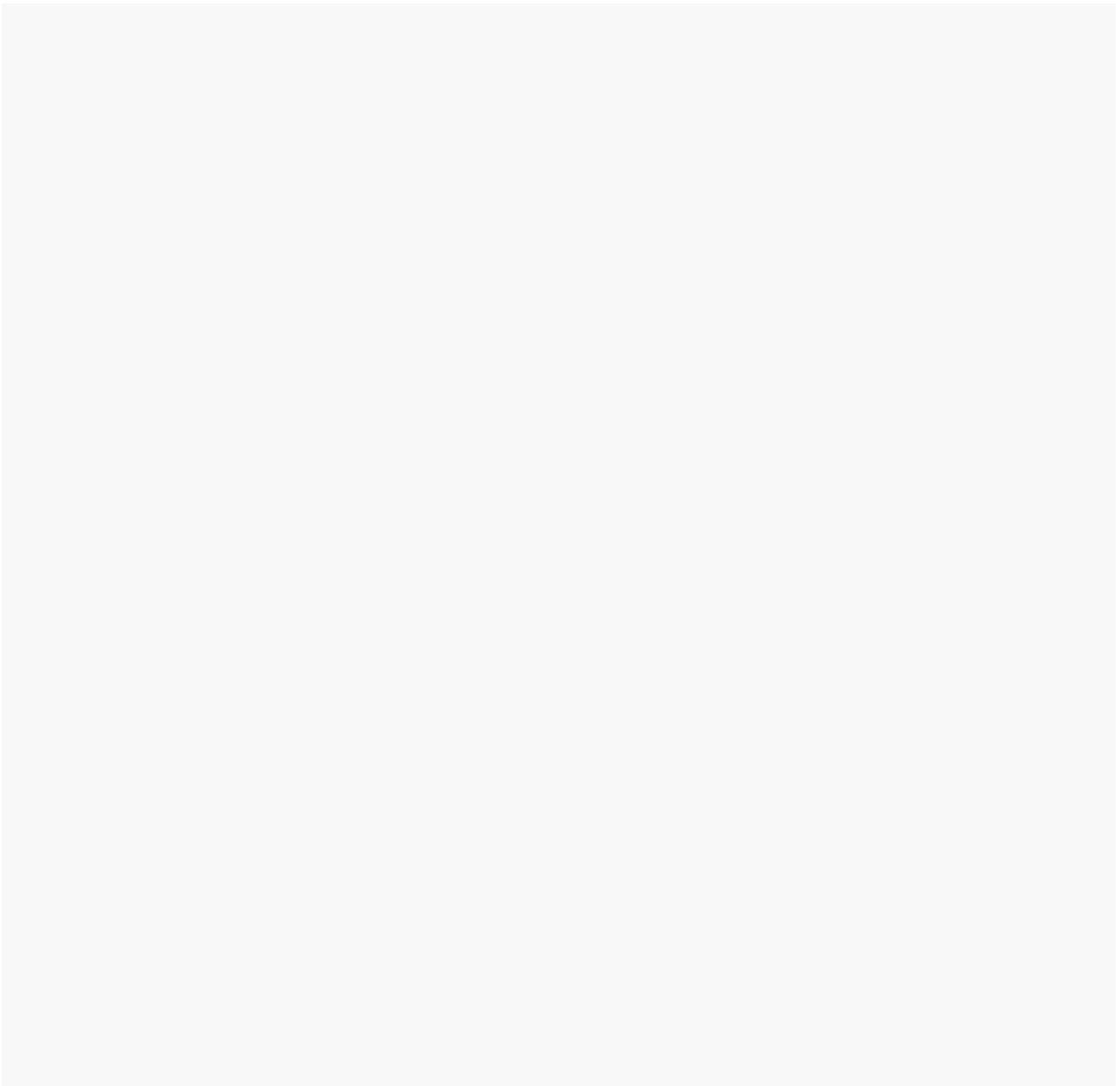


The Originator of Cultured Pearls, Since 1893
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Mikimoto Modern Mansion

On Instagram, Mikimoto accompanied its Modern Mansion campaign film with captions that speak to the artistry and skill involved with crafting jewelry from cultured pearls, "the mystery of the sea."

"Kokichi Mikimoto created the world's first cultured pearl over a century ago, and this campaign is an homage to his legacy," said Miho Ichikawa of Mikimoto in a statement. "In our continued quest for perfection, we are excited to launch this campaign and celebrate the exceptional quality and timeless elegance that define the name Mikimoto."



Each of Mikimoto's cultured pearl strands are a work of art born from the mystery of the sea. #mikimoto
#TheOriginator #pearl

A video posted by Mikimoto (@official_mikimoto) on Aug 1, 2016 at 10:50am PDT

In past campaigns, Mikimoto has celebrated the romance and quality associated with its cultured pearl jewelry. For its 2014 advertising effort, Mikimoto sought to showcase its jewelry in a realistic, everyday settings to capture the lifestyle of its core consumers ([see story](#)).

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