

JEWELRY

Georg Jensen inspires unapologetic attitudes with rule-breaking role models

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Cecilia Brkhus for Georg Jensen

By SARAH JONES

Danish design house Georg Jensen is celebrating female pioneers in a global campaign with a message of empowerment and individuality.

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Opting for role models over professional models, the jeweler is profiling five women who forged their own path to success, overcoming obstacles along the way by staying true to themselves. With half of Georg Jensen's senior management female, including its recently hired CEO, this campaign reflects the brand's own leadership.

"As a woman you can be ambitious, you can be strong or you can be whatever you chose to be," said Eva-Lotta Sjstedt, CEO of Georg Jensen. "At Georg Jensen we want to empower and inspire people to defy conventions in their own lives."

Model behavior

Georg Jensen premiered its campaign on Sept. 13. Developed by creative agency Forsman & Bodenfors, the campaign features five women who are united in their success in male-dominated fields.

These women are representative of the campaign's tagline "You can never be too much you."

Award-winning filmmaker Susan Bier, who hails from Denmark, is known for being demanding on set, stopping at nothing but perfection and expecting her cast and crew to do the same.



Susan Bier for Georg Jensen

Norwegian boxer Cecilia Brkhus represents strength. She successfully fought to make professional boxing legal in Norway and today she has become the first woman with championship titles in the WBA, WBC, IBF and WBO.

"Provocative" Behnaz Shafiei is one of a handful of women allowed to be a motocross rider in her native Iran. In the country where it is forbidden for women to drive motorcycles, she and her peers are restricted to off-road tracks, but her goal is to compete professionally on a global stage.



Behnaz Shafiei for Georg Jensen

Australian comedian Sarah Kendall is working to prove that women can be funny too. She is unapologetic about being loud, a trait that has helped her win multiple comedy awards.

Highlighting ambition is Dominique Crenn, who was the first female chef from the United States to achieve two Michelin stars. While she walked away with the title Best Female Chef at the World's 50 Best Restaurants awards earlier this year, she desires to be counted among the best chefs, period.

Director Lrke Herthoni brings the five women together in a film. At the start, the film sets up each of the women's workplaces as a voiceover says, "You will always be too much of something to someone"

The women are then seen portraying their character traits that might be considered excessive to some. For instance, Ms. Crenn tastes a dish being prepared, while Ms. Bier is shown in discussions with a crew member and a driver.

Continuing, the voiceover says, "But if you round your edges, you lose you edge. Don't apologize for who you are."

Georg Jensen - You Can Never Be Too Much You

Georg Jensen's campaign is running in online and offline media, including its social channels.

The company, founded in 1904, hired Ms. Sjstedt as its first female CEO in 2016. While the executive position had not been held by a woman before, women have been central to Georg Jensen since the beginning.

Georg Jensen, the namesake founder, worked alongside his wife Laura and daughter Lise. Later, designers including Viviana Torun Blow-Hbe, Nina Koppel and Zaha Hadid lent their creativity to the house's jewelry.

The brand's focus on females has extended beyond this campaign.

Georg Jensen's iconic designer Ms. Torun was among the women being celebrated at The Museum of Art and

Design's "Pathmakers" exhibit in New York.

The exhibit is a tribute to female designers of the 20th century who made an impact by using materials such as clay, fiber and metals in innovative ways. Ms. Torun was one of Georg Jensen's most prolific and well-known designers in the 1950s and 60s, and was the first Swedish female to own her own silversmith workshop ([see story](#)).

Inspirational advertising

Other brands have looked to inspire with personalities over professional posers.

Giorgio Armani Beauty built on its inspirational efforts surrounding its S fragrance by opening a dialogue with women around the world, giving a platform to discuss inner strength.

The S Women's Circle was inaugurated with the stories of five real women who all found the courage to say yes to a challenge in their own lives. Keeping consistency with previous efforts around S, actress Cate Blanchett remains an ambassador for the campaign, urging women to take the plunge ([see story](#)).

"Georg Jensen is for women all over the world who embrace their voices and create their own path - and don't let anyone else define them," Ms. Sjstedt said.

"We wanted this campaign to transcend ideals about beauty, putting focus on personality first," she said. "The women featured are powerful role models, and we're very proud to be featuring them in the campaign."

I thought on "Georg Jensen inspires unapologetic attitudes with rule-breaking role models"

1. Rweels says:

[September 14, 2016 at 12:17 pm](#)

Great work from Georg Jensen. Beautiful jewelry and great campaign empowering women. Sarah Jones please check your facts. It is not illegal for women to drive in Iran.

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