

JEWELRY

Tiffany documents months-long campaign development with Grace Coddington

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Elle Fanning in Tiffany's Legendary Style campaign

By SARAH JONES

Jeweler Tiffany & Co. is taking consumers behind-the-scenes of its first celebrity-led campaign through a documentary film.

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Tiffany tapped filmmaker R.J. Cutler, the director behind "The September Issue," to capture the process as Vogue creative director-at-large Grace Coddington took on her first branded campaign. Clocking in at 10 minutes, the documentary is much longer than typical making of social videos, allowing Tiffany to tell a more complete story of how its Legendary Style advertising effort came to be.

Tiffany was unable to comment directly.

Inside look

Tiffany's campaign marks the first creative endeavor Ms. Coddington has taken after leaving her full-time role at Vogue. Her career in magazines spanned about 50 years, over the course of which she created a legacy of imagery.

"For generations, Tiffany has defined the true meaning of legendary style," said Caroline Naggiar, chief brand officer at Tiffany, in a brand statement.

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

In "Some Style is Legendary," Ms. Coddington is first seen discussing her thoughts on the brand and its hometown of New York as she sketches one of Tiffany's blue boxes. She then travels to the jeweler's flagship boutique as she explains her vision for the Tiffany campaign.



Illustration of the set of Tiffany's Legendary Style campaign

Wanting to move away from the romanticized aesthetic of the brand's advertisements, she gave Tiffany a more modern look. She also did away with Tiffany's typical close product shot, instead depicting all of the jewelry pieces on a person.

After getting Tiffany on board with her idea, Ms. Coddington is shown casting the effort with Tiffany's vice president of marketing Toni Lakis. With the campaign faces assembled on a mood board, the pair is shown going over wardrobe options in Tiffany's headquarters.

In asides, Ms. Coddington is seen sharing her nerves over taking on something new and the feeling of assuredness once the shoot is in motion.

Finally, after the shoot wraps, Ms. Coddington is seen lending her editorial eye to the discussion of which images to use.

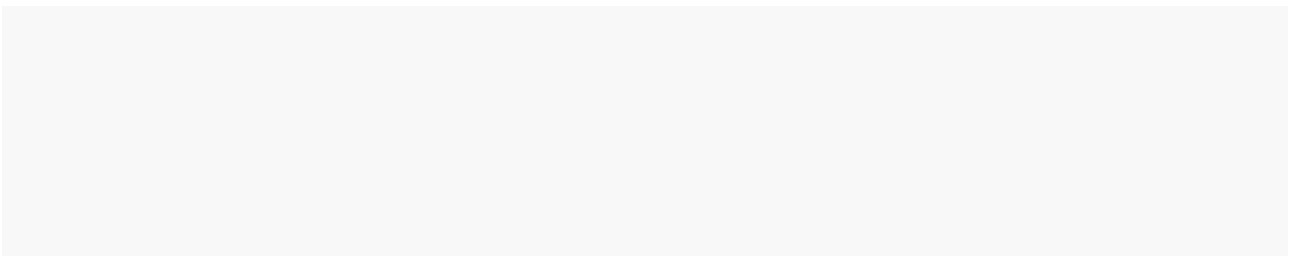
Tiffany & Co. "Some Style is Legendary" Documentary

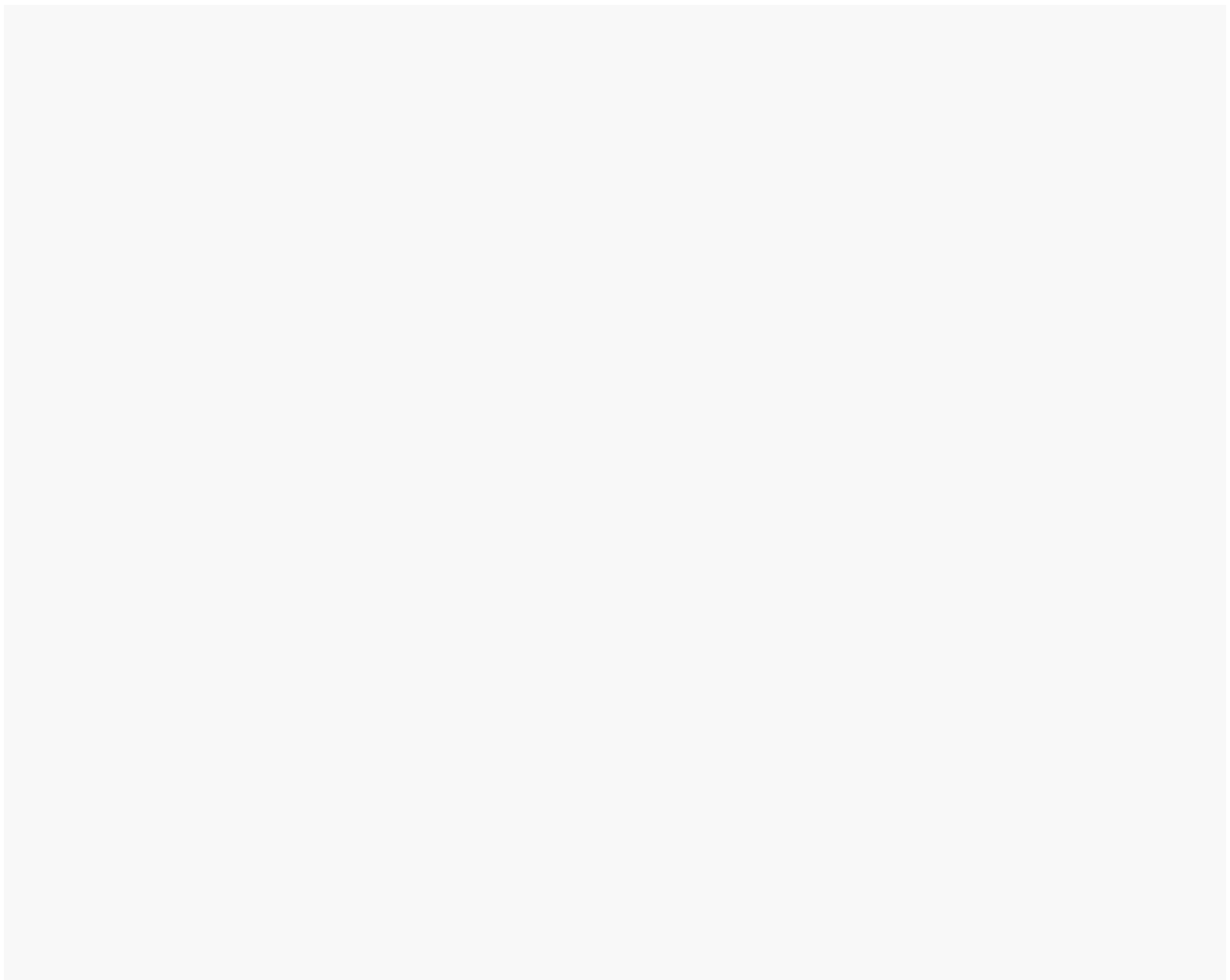
The campaign, which features Academy Award winner Lupita Nyong'o, actress Elle Fanning, model/activist Christy Turlington-Burns and model Natalie Westling, premiered on Tiffany's social media channels a few weeks prior to the documentary's release.

"Tiffany and its famed Blue Box has always held special meaning for me," said Ms. Coddington in a statement.

"This is not just an ad campaign, but rather an opportunity to portray a legendary house of luxury through modern portraits of uniquely talented subjects," she said. "Each perfectly reflects, in her own way, Tiffany's most iconic collections."

Playing off the spokesmodels' personas, the campaign includes close-up head shots of the faces against a backdrop of the brand's signature blue. On the opposing page, black and white images show the jewelry worn in greater detail.





The most chic women in the world have always chosen Tiffany & Co. jewelry as a powerful expression of who they are. Our most iconic designs are a celebration of the women who wear them and an embodiment of our rich legacy combined with the effortless elegance of Tiffany style. Here, @lupitanyongo @cturlington @ellefanning and @nataliewestling share what #LegendaryStyle means to them. @therealgracecoddington #DavidSims

A video posted by Tiffany & Co. (@tiffanyandco) on Sep 6, 2016 at 10:44am PDT

In social videos, the women share their perspectives on legendary style.

Cinematic storytelling

While many luxury brands invite consumers into their ateliers, photo shoots or other happenings via film, most of this content is kept to a handful of minutes. Some brands, however, have taken a longer form approach.

Italian fashion house Fendi filmed a 15-minute documentary to give consumers a thorough look at the inner workings of the company.

The film, which went live exclusively on Fendi.com Feb. 5, follows the creative and executive team as they prepared for Fendi Day last fall, which consisted of their spring 2014 fashion show, a boutique opening and the unveiling of an exhibition. By releasing the full version of the video on its Web site, Fendi is able to increase traffic to its newly redesigned Fendi Life microsite, and encourage a deeper understanding of the brand ([see story](#)).

Tiffany is also no stranger to film, having made its big screen debut earlier this year with the release of the first fully authorized documentary about the "international obsession."

"Crazy About Tiffany's," produced by Quixotic Endeavors, provides a look at both the brand's inner workings and how its blue boxes have pervaded pop culture, from "Breakfast at Tiffany's" to the popularization of the engagement ring. For Tiffany, opening its doors to a camera crew may help it capitalize on the aura that already surrounds its company, as consumers get to learn more about the New York-based institution ([see story](#)).

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