

JEWELRY

## David Yurman marries youthful energy with vintage style for holiday

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*Courtesy of David Yurman*

By BRIELLE JAEKEL

Jeweler David Yurman is embodying a youthful spirit for its holiday 2016 campaign, but in an informal manner with films that resemble home movies.

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While the brand focuses on youth, its new video brings back a classic theme by taking the form of a home movie, but featuring models of today. David Yurman is hoping that its still assets from the campaign will differ than the traditional ad, and capture the energy and lifestyle that represents the brand.

"Bruce Weber has done an incredible job interpreting the spirit of the brand and evolving the expression to encompass more joy, movement and optimism," said Gabriella Forte, chief executive officer at David Yurman.

### Classic vs youthful

As smartphones and social media have almost eradicated the home movie, David Yurman is bringing it back for the holiday season. Paired with accompanying still imagery, the jeweler partnered with photographer Bruce Weber for the unique campaign.

One of Mr. Weber's films shows a young family spending time together, creating art and boating on out a lake. The aesthetic of the footage has an air of culture from the past, pairing the brand's jewelry with makeup, hair and style that allude to a faded era.

The campaign features shorts, all shot by Mr. Weber, and will air in cinemas throughout the United States, as well as online and on social media. David Yurman's print counterparts will be seen in lifestyle and fashion publications. Each film features one model such as Natalia Vodianova, Jean Campbell and Dilone, and is named after its star.



DAVID YURMAN



*David Yurman's stills from the campaign*

For instance, Ms. Vodianova is featured in the short about the young family, which opens with the title, "It had to be you, Natalia." The footage is accompanied by the song "It Had To Be You," sung by Ella Fitzgerald.



*Screen shot from David Yurman "It had to be you, Natalia" film*

The campaign is meant to embody the youthful spirit, but also the essence of a family portrait. David Yurman hopes that pairing the two ideals together will help prove that the youthful spirit is a frame of mind and nothing to do with age.

#### David Yurman campaigns

In another focus on love, the jeweler similarly celebrated the diverse ways in which affection can blossom to make consumers consider their own love story around this past Valentine's Day.

Housed on the brand's Web site and playing across its social accounts, the feature took a look at young love, Hollywood-worthy relationships and longtime partnerships between soulmates. Speaking to the universal experience of love rather than taking an overtly branded tactic for the holiday may have helped David Yurman make an emotional connection with consumers ([see more](#)).

David Yurman also recently traced its roots in the art world with a presence at The Art Show at the Armory in New York.

During the gala preview for the art fair, held on March 1, event leadership supporter David Yurman presented a one-night-only exhibit that illuminated the connection between the brand's eponymous designer's sculptural pieces and his jewelry. This first art exhibit for the brand enables David Yurman to showcase a part of its history that consumers may be unaware of ([see more](#)).

"When we look at our customers all over the world, we find a sense of passion and youthfulness that has almost nothing to do with age and everything to do with their outlook," Ms. Forte said. "The short films Bruce shot are a nod to vintage home movies that capture the essence of the family portrait, which is so important to the brand.