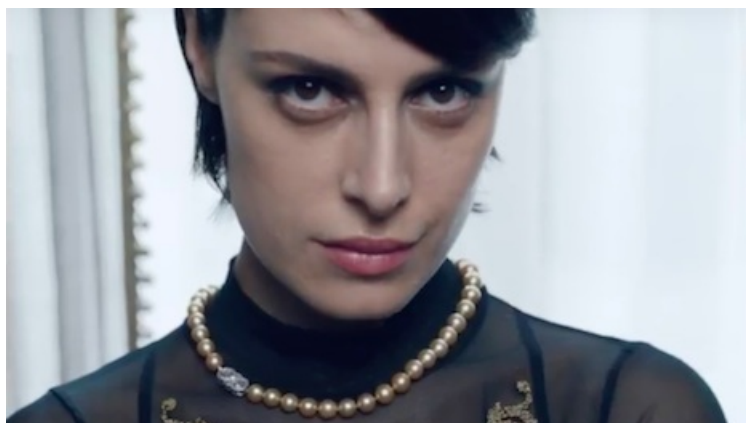


JEWELRY

Mikimoto upends precious perception of pearls in social effort

November 2, 2016



Video still from Mikimoto's "Explore the Original" campaign

By STAFF REPORTS

Japanese jeweler Mikimoto is setting out to prove that pearls can defy convention with a digital campaign.

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"Explore the Original" looks to show that pearls can pair with more than conservative attire, profiling three women who have an edge. Mikimoto has been working to change the perceived stuffiness of pearls, whether bringing them into women's everyday wardrobes or highlighting their appeal for the modern woman.

Grit meets beauty

Mikimoto's campaign launched on Nov. 1 via paid social posts on Facebook and Instagram in the United States. Produced by the jeweler's digital agency of record Rokkan, Mikimoto's campaign spans four videos.

Three 15-second films follow one woman each in New York, Paris and Tokyo. The global setting of the content reflects Mikimoto's early move into international markets ahead of many of its Japanese peers.

A fourth film combines the stories of the three women. At the beginning, text reads of the creation of a pearl, as grit gets into an oyster shell and builds up, eventually creating a luster.

The video finds the women getting ready, as one is seen zipping up a leathery skirt, while another paints a swipe of black winged eyeliner.

At the end of their routines, the women put on a string of pearls, positioning the closure so it is visible. A tagline reads, "Make your own beautiful."

Mikimoto Explore the Original

Aside from the social placements, Mikimoto's effort is featured on its homepage.

"The Mikimoto pearl necklace has become an iconic symbol of luxury around the world," said Yugo Tsukikawa, senior vice president, marketing and brand strategy, Mikimoto America. "We wanted this campaign to pay tribute to what Mikimoto's pearls have always meant to our consumer, while also exploring what Mikimoto can evolve to

mean in her life."

Mikimoto has been using its marketing campaigns to create a contemporary image for pearls.

The jeweler highlighted the modern woman and the versatility of pearls for its new campaign effort.

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 ([see story](#)).

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