

JEWELRY

David Yurman heads south for laid-back spring campaign

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David Yurman's spring 2017 campaign

By STAFF REPORTS

U.S. jeweler David Yurman is transporting consumers to the carefree Florida Keys in an effort that promotes effortlessness.

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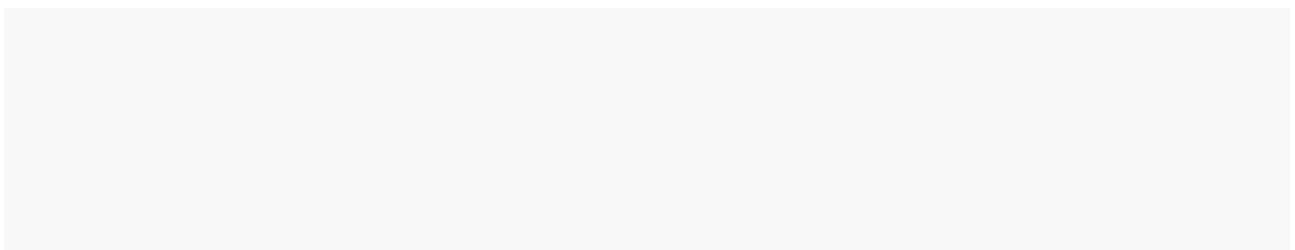
The brand's spring 2017 campaign shot by Bruce Weber features models Taylor Hill and Natalia Vodianova in relaxed portraits. This pared back aesthetic may help consumers picture themselves in the models' shoes wearing the jewelry themselves.

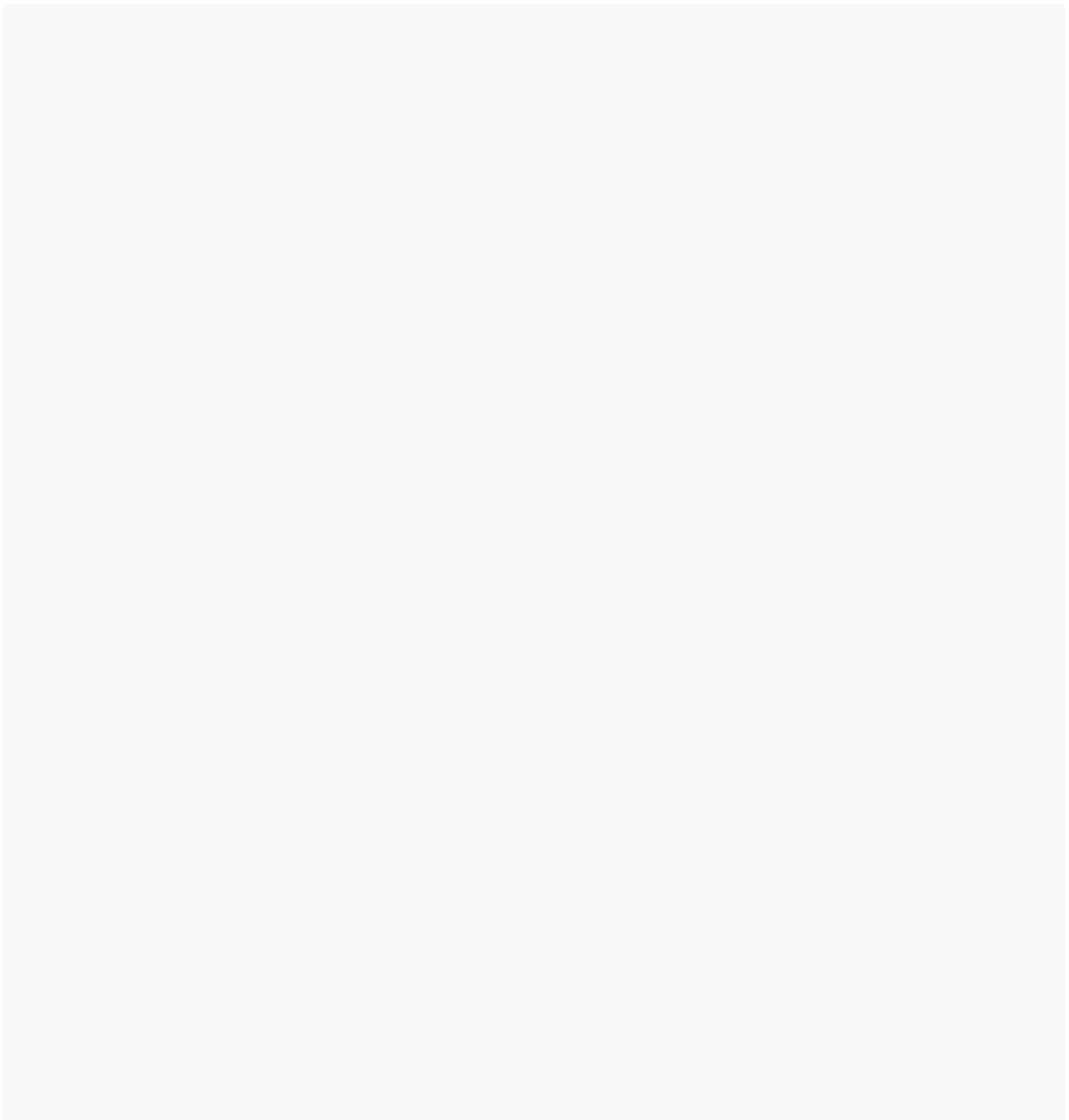
Easy escapism

David Yurman's campaign mixes images in both black and white and color. In images released, the models are pictured with tousled hairstyles and a casual wardrobe that includes denim shorts and a relaxed dress.

In one campaign shot, Ms. Hill leans against a porch column. Another finds Ms. Vodianova lounging on a orange pillows.

Ms. Vodianova has posed for David Yurman before, but this marks Ms. Hill's first time appearing in one of the brand's ads. The 20-year-old model boasts 7 million Instagram followers, opening up David Yurman to a millennial and Gen Z audience.





Sneak peek: Tune in tomorrow for the full reveal of our spring campaign. #DavidYurman

A post shared by David Yurman (@davidyurman) on Feb 14, 2017 at 6:40pm PST

David Yurman has previously mixed established and up-and-coming models in one campaign, choosing top models who would resonate with an audience of varied ages.

In 2015, the jeweler brightened up its holiday advertising with its first campaign shot in color.

Shot by Mert Alas and Marcus Piggot, the campaign retained an element of brand consistency by casting Kate Moss, a spokesmodel for David Yurman for a decade. In the effort, Ms. Moss shares the spotlight with up-and-coming model Anna Ewers ([see story](#)).

David Yurman says its advertising strategy relies on top talent and location, a combination its latest campaign hits on.

"It is never about a piece of jewelry," says Sybil Yurman, co-founder of the brand. "It is about a lifestyle that in many ways mirror how David and I live in terms of our artistic sensibilities, our dedication to craft and our belief that imagery should reflect the beauty and authenticity in everyday moments."

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