

JEWELRY

Tiffany pushes creative boundaries for nature-themed high-jewelry collection

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A feather-inspired necklace from Tiffany's The Art of the Wild high-jewelry line

By STAFF REPORTS

U.S. jeweler Tiffany & Co. found inspiration in The Art of the Wild for its annual Tiffany Blue Book, a catalog of its high-jewelry.

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Since 1845, Tiffany's annual Blue Book has been a traditional direct mailed catalog featuring the jeweler's latest in high-jewelry, but the brand has steadily incorporated digital touchpoints to increase interaction while exploring its influences for a given year ([see story](#)). The 2017 Tiffany Blue Book is being explored this year through a social video that takes viewers behind-the-scenes at the jeweler's atelier.

Couture craftsmanship

The 2017 Tiffany Blue Book is narrated by Melvyn Kirtley, chief gemologist at Tiffany.

Mr. Kirtley begins by first giving viewers a brief overview of the Blue Book's purpose, explaining that it serves as the unveiling of the jeweler's yearly high-jewelry collection. As he speaks, closeups of the collection are shown alongside sketches and at work stations.

Given the complexities of the pieces included in Tiffany's high-jewelry range, creating a visual catalog conveys the jewelry more clearly than any text description could. Video has served to enhance this marketing method.

Glimpses of the pieces included in this year's high-jewelry feature feather motifs and other details derived from the natural world and animal kingdom.

As the minute-long video continues, Mr. Kirtley speaks of the dedication of Tiffany's jewelers, who are invested and passionate about the creation of the high-jewelry collection. Visuals show Tiffany jewelers at work creating pieces that are rooted in the fantastical places of the natural world.

Tiffany & Co. The 2017 Tiffany Blue Book

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