

JEWELRY

## Tiffany highlights personal strength to mirror HardWear collection

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*Tiffany is highlighting personal strength in performers for its Hardware campaign*

By BRIELLE JAEKEL

U.S. jeweler Tiffany & Co. is harnessing the power of international fashion magazine Numro for a special campaign in Japan that taps social influencers in artful films.

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"Tiffany HardWear," the jeweler's new collection, is being promoted through a film campaign that focuses on the strength of various influencers. Acting, singing, dancing and modeling are some of the careers of the characters in Tiffany's new film, each with a different city background.

"Numero is a fashion magazine that was designed for smart, intelligent women who like art, fashion and culture," said Marci Troutman, CEO of SiteMinis. "This campaign, designed specifically for the Japanese market, focuses on the Lady GaGa line of Tiffany called Hardware.

"The ability for a brand like Tiffany to partner with content distribution portals that focus on specific cultural demographics allows for an easy way to cut through background noise and gain valuable market knowledge at low consumer acquisition costs."

Art and advertising

Made in partnership with Numro Tokyo, personal films created for the Tiffany HardWear campaign depict different individuals alongside a city that means something to them.

Model Kiko Mizuhara stars in the first film for Tiffany in which she discusses moving temporarily to Los Angeles. She talks of wanting to find herself, learn about the culture and study acting against the backdrop of the city.

Wearing jewelry from the new collection, both Ms. Mizuhara and her sister are shown walking and modeling throughout the city. While we never see Ms. Mizuhara speak, she can be heard through narration discussing what it means to be a sister and how she wants to inspire her peers to enjoy life.

*Tiffany HardWear film*

A second film features a dancer from the musical group Sandaime J Soul Brothers in a similar manner to its

predecessor. Naoto is filmed dancing on the streets of New York, while a voiceover tells the story of how he came to the city for the first time 12 years ago.

The dancer describes how all the things he has absorbed from the city over time are still with him today, alive in what he does as a performer. He discusses the idea of a rival while modeling some of the Tiffany HardWear collection.

Tiffany's final film is a variation from the format seen for its previous vignettes. The third film features a variety of performers trying to make it in Tokyo, and all in the millennial age group.



*Millennial DJ in Japan for Tiffany HardWear*

An actor, model, illustrator, DJ, artist and singer all share their feelings of what it is like to be a performer and their dreams for the future. Each aspiring individual is shown performing in their respective trades while showing off the Hardware items.

#### Tiffany campaigns

The jeweler recently partnered with another publication and media brand for a campaign.

Tiffany underscored the "Youth & Beauty" of its campaign ambassadors with five consecutive advertisements placed in the May issue of Hearst's Town & Country.

The May edition, dubbed the Youth & Beauty issue, was dedicated entirely to beauty-focused content from cover-to-cover. Actress Annabelle Wallis graced the cover and supporting ad units appeared from brands such as Louis Vuitton, Bulgari, Dior, Chopard, Chanel and Neiman Marcus, among others ([see more](#)).

Tiffany also recently found inspiration in The Art of the Wild for its annual Tiffany Blue Book, a catalog of its high-jewelry.

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. 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 ([see more](#)).

"This campaign is unique in that it focuses on millennials that are fashion forward and hip and may not have really considered a Tiffany product before," Ms. Troutman said. "By creating multiple short form media content showing the hipness of Hardware and allowing the purchase as well, new customers are within reach.

"This kind of reminds me of how the Hushpuppy brand was reignited by showing young hip people in the Village wearing them. Soon - everybody wanted those shoes."