

FRAGRANCE AND PERSONAL CARE

Tiffany launches signature fragrance inspired by jeweler's 180-year history

August 7, 2017



Tiffany's new fragrance is inspired by the Tiffany Diamond. Image credit: Tiffany & Co.

By DANNY PARISI

To celebrate its 180th birthday, U.S. jeweler Tiffany & Co. is launching a new signature fragrance inspired by the company's long history.

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Available around the world beginning Oct. 1, Tiffany's namesake fragrance was designed in collaboration with perfumer Coty Inc. Before its global market debut, Tiffany is launching the fragrance exclusively through its own store channels beginning in early August.

"Beauty and love which lift us and fill our lives with optimism, strength and joy are the essence of Tiffany," said Caroline Naggiar, chief brand officer at Tiffany & Co, New York.

Tiffany fragrance

On Jan. 27, Tiffany announced its agreement with Coty to develop, produce and distribute a collection of fragrances for men and women. Fragrances can often round out a lifestyle brand, enabling it to express itself through another sense.

According to [WWD](#), in the 1980s and 1990s, Chanel produced a number of scents for men and women bearing the Tiffany name under its Fragrances Exclusive division, also taking care of the distribution. This division closed in 2006, but Tiffany today sells fragrances via its own channels, including its ecommerce site ([see story](#)).

The new fragrance, named Tiffany, and its bottle are both inspired by the company's long history in jewelry. The bottle is angular and geometric, inspired by the precise cuts of diamond, specifically the famous 128.55-karat Tiffany Diamond.



Tiffany's new fragrance and box. Image credit: Tiffany & Co.

Tiffany's scent was designed by Daniela Andrier of Givaudan, who used iris as the centerpiece of the fragrance, calling it the "diamond of perfumery" for its multifaceted nature.

Iris has a special place in Tiffany's history, showing up in some of the earliest sketches from the jeweler's archives.

Packaging for the Tiffany fragrance is clean and simple and is presented in the brand's signature Tiffany Blue box.

Tiffany collaborated with photographer Steven Meisel to help tell the story of the new fragrance with a photo series featuring four female models: Vittoria Ceretti, Julia Nobis, Achok Majak and Georgina Grenville.

The photo series focuses on the sensory parts of the body, paying special attention to the ears, the wrists, the neck and other sensitive parts, emphasizing the fragrance's intimate nature.

New management

News of this fragrance comes just a few weeks after Tiffany & Co. appointed a new CEO as the brand continues its efforts to promote growth amid a challenging luxury market.

Alessandro Bogliolo will take over as chief executive on Oct. 2, succeeding interim CEO Michael Kowalski. The executive joins the brand during a period of transition, as it rolls out strategies to better position itself in today's luxury market ([see story](#)).

Most recently, the brand has taken to Instagram as its platform of choice for marketing new products.



The new Tiffany fragrance. Image credit: Tiffany

In a series of posts shared by the jeweler, Tiffany is promoting its engagement jewelry in a way that is relatable to the majority of consumers. By personalizing its efforts with handwritten anecdotes, consumers may relate more to the brand and turn to its jewelry when the time comes to pop the question ([see story](#)).

The brand has continued that affection for Instagram with its fragrance campaign, which debuted some of the associated imagery on the social media platform.

Tiffany has also shown a commitment to the use of influencers in its marketing.

For example, Tiffany harnessed the power of international fashion magazine *Numro* for a special campaign in Japan that taps social influencers in artful films.

"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 ([see story](#)).

Currently, there are no plans for any influencer involvement in Tiffany fragrance, but that may change in the future.

"Our new fragrance inspires this powerful state of mind, much like wearing an exquisite piece of Tiffany jewelry," Ms. Naggiar said.

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