

JEWELRY

## Georg Jensen honors spirit of longtime collaborator

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*Vivianna Torun Blow-Hbe at work. Image credit: Georg Jensen*

By SARAH JONES

Danish design house Georg Jensen is looking to inspire its consumers by feting its half-century long partnership with a convention-defying woman.

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For 50 years, the brand has worked with silversmith Vivianna Torun Blow-Hbe, whose mantra "to be, not to seem" guided both her style of living and her designs for Georg Jensen. Though taking a look back, Georg Jensen's digital campaign celebrating Ms. Torun Blow-Hbe communicates the continued relevance and modernity of her approach.

"A 50-year collaboration with a talent like Vivianna Torun Blow-Hbe is worth talking about," said David Doze, founder and CEO of **Pilot PMR**, Toronto. "She not only created beautiful designs, but she represents an honest, independent and empowering point of view.

"'To be, not to seem' is at the heart of this an expression the Georg Jensen brand has done well to embrace," he said. "In a world overrun by 'fake-supply-chain-wielding-imitators,' it is critical that the best brands reaffirm their legitimacy speak credibly to that which makes them 'real.'"

Mr. Doze is not affiliated with Georg Jensen, but agreed to comment as an industry expert. **Georg Jensen** was reached for comment.

### Design milestone

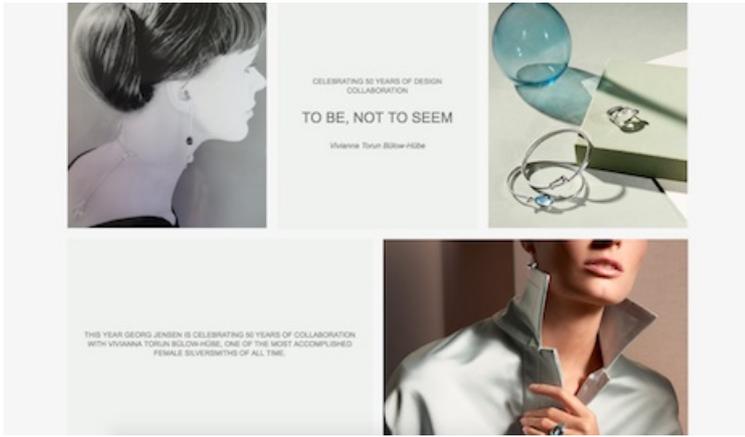
Ms. Torun Blow-Hbe was born in Sweden in 1927. After graduating from the Academy of Industrial Arts in Stockholm, the artist, who typically went just by Torun, moved to Paris.

In the French capital, Torun became known for her jewelry designs. She eventually met Georg Jensen's eponymous founder, and began an exclusive partnership with the house.

Now, Georg Jensen is honoring the late silversmith through a digital campaign spanning its Web site, social media and email marketing. The brand is spotlighting some of her most iconic designs for its label.

On a dedicated Web page of Georg Jensen's site, the brand features creations including the Vivianna bangle watch.

Torun hoped that her design would free the wearer from time, as opposed to the prison of time she considered other watches at the time to be.



*Screenshot from Georg Jensen's Web page. Image credit: Georg Jensen*

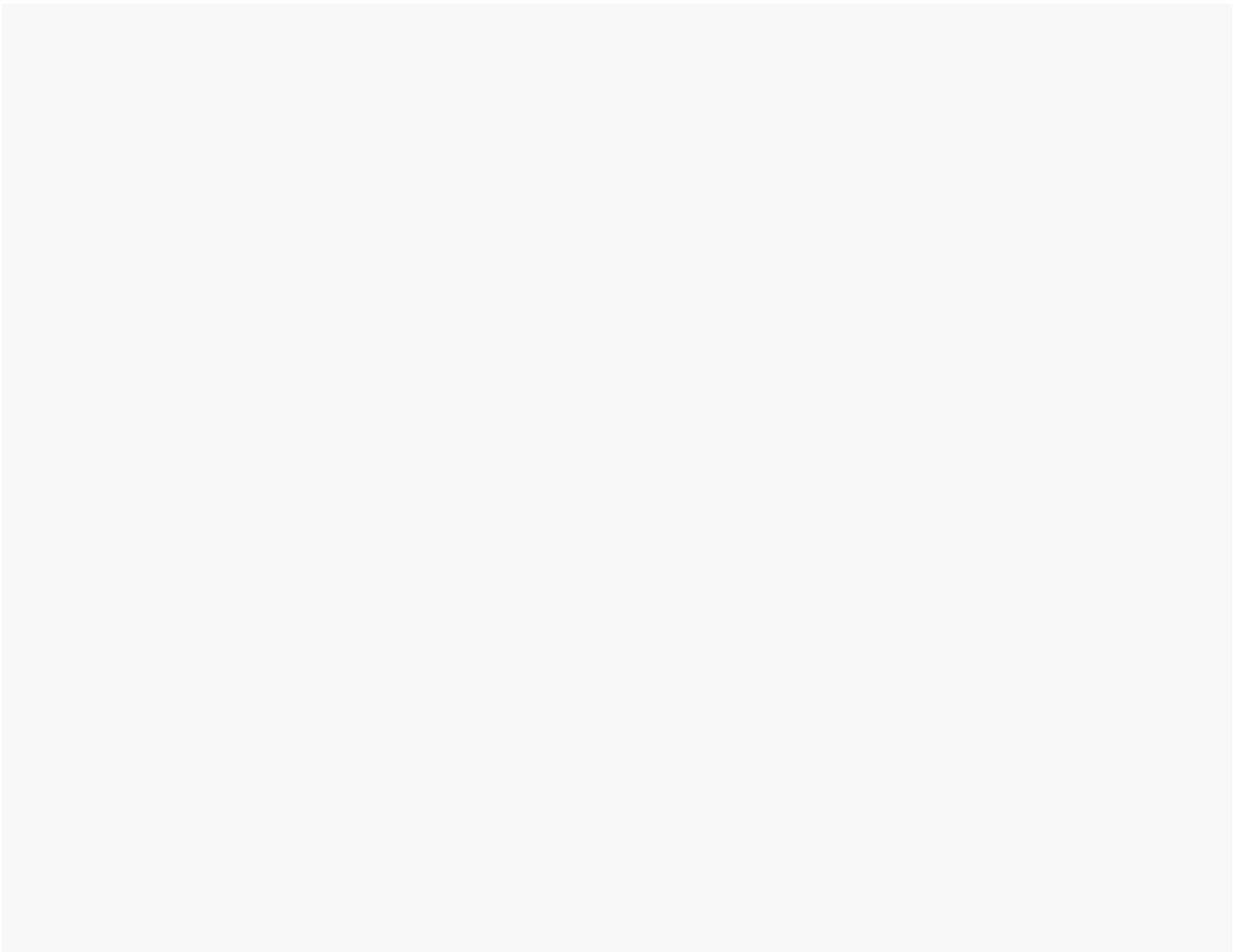
Georg Jensen also delves into Torun's "anti-status" jewelry designs, which avoided overshadowing the wearer.

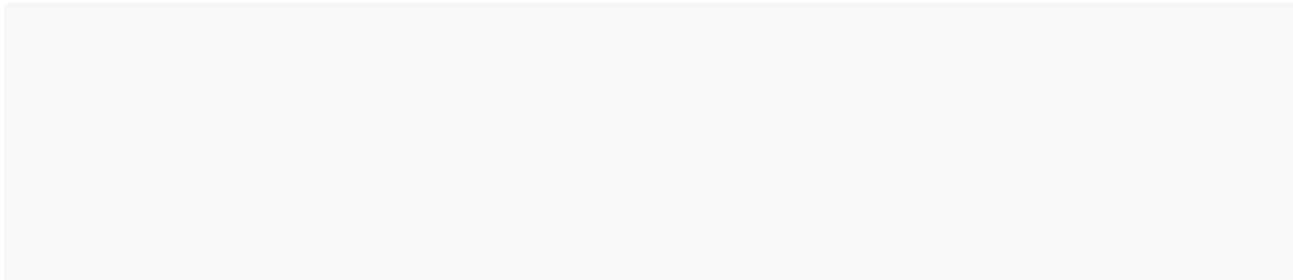
In a short campaign film, the brand first captures hands working pieces of silver. As other pieces designed by Torun are shown, the film shares quotes from the designer, including, "A piece of jewelry is a sign of love."

Torun's "Mobius" earrings are seen alongside the quote, "The swirl stands for endless movement, life, togetherness."

While Torun passed away in 2004, Georg Jensen's campaign points to the silversmith's continued relevance.

On Instagram, the brand has styled the jewelry and flatware created by the designer, showing how her pieces still fit into a modern lifestyle.





Vivianna Torun Blow-Hbe's jewellery are classic purity of form to create eye-catching pieces set in a cool, Nordic minimalist design. . . . . #Celebration #GeorgJensen #ScandinavianDesign #Silversmith #ViviannaTorun #ToBeNotToSeem #Brave #Innovating #Woman #Love

A post shared by GEORG JENSEN (@georgjensen) on Aug 3, 2017 at 12:03am PDT

### Creative influence

While certain iconic designs may have been created years or decades ago, brands have found ways to reignite attention for pieces through biographical initiatives.

For instance, jeweler Tiffany & Co. revitalized interest in its Elsa Peretti collections with a social campaign that includes the musings of the Italian jewelry designer.

The inclusion of Ms. Peretti's personal thoughts in the campaign found on the Tiffany Twitter and Facebook accounts gives face to the collection and speaks to the designer's creative process. Collaborations are better received by consumers if the working partners' values are well-understood and highlighted through content ([see story](#)).

Earlier this year, Italian fashion label Bottega Veneta proved its timeless appeal with a campaign that marked a half-century in business.

Part of Bottega Veneta's series The Art of Collaboration, the campaign continued the brand's relationship with Lauren Hutton that dates back decades, casting the 73-year-old actress alongside models. As the brand honors its milestone, it is looking back on a key memorable moment in its history.

The campaign also honored the 15-year anniversary of creative director Tomas Maier's arrival at the house. Given the relatively short tenures of designers today, this long-term placement is a differentiator ([see story](#)).

"In recent decades we have seen the rise of premium brands that celebrate their origins, their makers, their sources," Mr. Doze said. "The stories these brands tell convey a deeper meaning a greater personal relevance one that rises above simple product promotion to a place of human connection.

"Georg Jensen's association with Ms. Torun Blow-Hbe does this beautifully," he said. "Congrats to them for making such a good decision 50 years ago."

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