

JEWELRY

Tiffany uses close-up photos to show love's diversity, universality

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Tiffany's campaign uses romantic imagery to tell a story of love. Image credit: Tiffany & Co.

By DANNY PARISI

U.S. jeweler Tiffany & Co.'s latest campaign brings the upcoming holiday engagement season to the forefront with an intimate photo series titled "Believe in Love."

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Through a series of black-and-white photos, showing only a couple's hands, Tiffany tells a story of love with its jewelry at the center. Tiffany is counting on the tried-and-true formula of integrating its jewelry into a fairytale love story to help drive engagement from customers on social media.

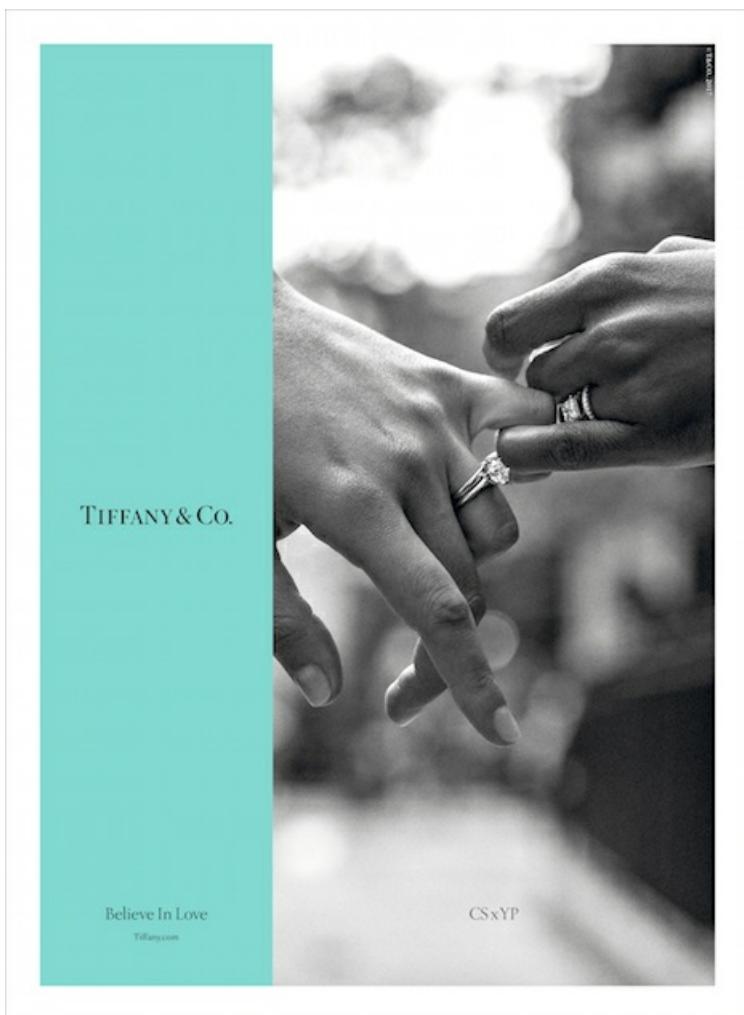
Believe in Love

Jewelry brands often rely on romantic imagery to sell products, playing off the association of diamond rings and necklaces with gifts shared between lovers.

Tiffany is fully leaning into this trope with its latest campaign named "Believe in Love."

The campaign will run across the brand's social media pages and consists of a series of black-and-white photos of pairs of hands. Each photo is a close-up of the hands of different real-life romantic pairs wearing Tiffany engagement rings and wedding bands.

Tiffany emphasizes that the romantic pairs are diverse, representing relationships of all stripes and orientations.



Believe in Love. Image credit: Tiffany & Co.

Accompanying the hands are the initials of the people featured in each photograph. At a later date, Tiffany will reveal the names, faces and stories behind each couple adding an additional digital layer to the campaign.

The campaign will also take the form of a short film hosted on Tiffany's YouTube page showing the couples' hands as they caress and hold each other. Tiffany is supporting Believe in Love with a campaign anthem, Alicia Keys' "No One," performed by Ms. Keys herself a capella.

The photos were taken by popular artists and photographer Cass Bird while the film was directed by Darius Khondji.

Romantic imagery

What is interesting about Tiffany's Believe in Love campaign is that it is the type of initiative one usually sees around Valentine's Day.

Tiffany is no stranger to Valentine's Day campaigns, and Believe in Love is more in line with one of those holiday-themed campaigns than anything else.

For example, last year Tiffany & Co. asked the age-old question, "What is love?" to explore the different definitions and variants of today's romantic relationships.

The What is Love? effort served as Tiffany's Valentine's Day campaign, and featured testimonials from an assortment of individuals, a gift guide and a love generator that presented consumers with an opportunity to express their personal answer to the frequently pondered question. With so many personal interpretations of what love is and means, featuring a bevy of consumer profiles likely served as an accurate depiction of the individuals purchasing Tiffany jewelry for loved ones ([see story](#)).

Believe in Love

More recently, Tiffany has turned its attention towards a more noble goal with a campaign for environmental causes.

Last month, Tiffany & Co. turned to its fashionable friends during New York Fashion Week to lend its support to the

Elephant Crisis Fund (ECF).

Tiffany has teamed with model Doutzen Kroes, who serves as the global ambassador for ECF, for the second #KnotOnMyPlanet campaign. The campaign objective is to raise support and awareness for the work of the ECF, whose mission is to stop elephant poaching and end the global demand of ivory ([see story](#)).

Believe in Love is more typical of the brand's romantic advertising, and the diversity of the couples featured in the campaign shows Tiffany is willing to show love in all the forms it takes.

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