

JEWELRY

John Hardy explores female power to inspire self-gifting

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Adwoa Aboah for John Hardy's "Made for Legends" campaign. Image courtesy of John Hardy, photo by Luis Ruiz

By STAFF REPORTS

Jeweler John Hardy is positioning its pieces as an empowerment tool through a campaign that speaks to feminine strength.

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The brand's new "Made for Legends" platform centers on the idea that jewelry is more than just adornment, as it can also be a means of expression. Appealing directly to women, the effort intends to turn these female fans into purchasers themselves, subverting the traditional notion of jewelry as a gifting item.

Female empowerment

John Hardy's campaign, developed with New York creative agency MATTE Projects, was partly inspired by Cynthia Hardy, the adventurous wife of the brand's eponymous founder who served as his muse.

Drawing off the one-of-a-kind nature of John Hardy's artisan jewelry crafted in Bali, Indonesia the brand is encouraging women to wear its pieces as a symbol of forging their own path through life.

John Hardy chose actress Julianne Moore and model/activist Adwoa Aboah as the faces of Made for Legends. In the campaign shot by Luigi Murenu and Iango Henzi, the women are pictured wearing the jeweler's Classic Chain, Modern Chain and Naga Collections.

"These women are true legends. John Hardy is honored to collaborate with such daring role models," said Robert Hanson, CEO of John Hardy, in a statement. "They inspire women everywhere to create their own legend through the courage of their convictions, also reflected through their choices and personal expression wearing powerful, unique artisan hand-crafted jewelry."



John Hardy's "Made for Legends" ad featuring Julianne Moore. Image courtesy of John Hardy

The launch of this campaign coincides with the release of the debut collection by John Hardy's first female creative director Hollie Bonneville Barden. Spanning online and print, the effort will run this fall.

While jewelry is still marketed as a gifting option, particularly around holidays, some jewelers are looking to get women to buy for themselves.

Swiss jeweler Piaget, for instance, looked to inspire self-gifting and personal reward with sponsored content on New York magazine's The Cut.

Centering on five "overachievers," the story "MVPs: Most Valuable Possessions" let the women tell the story of success in their own words in a Q&A, where overall themes included taking pride in work and "[spoiling] yourself." Promoting the idea of rewarding career milestones can help boost jewelry sales beyond the typical handful of holidays a year ([see story](#)).

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