

JEWELRY

Mikimoto shares empowering advice in influencer portrait series

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Cast of Mikimoto's Pearls of Wisdom film series. Image credit: Mikimoto

By STAFF REPORTS

Japanese jeweler Mikimoto is sharing its pearls of wisdom through a film series highlighting the originality and perspective of seven influential women.

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Mikimoto, who specializes in cultured pearls, scripted the "Pearls of Wisdom" campaign around the idea that quality and timeless elegance not only defines its jeweler, but also the women that shop its brand. Each woman featured in the campaign will reflect upon her own pearls of wisdom ranging from accomplishments, achievements and life experiences.

"By tying together the familiar saying 'pearls of wisdom' with Mikimoto's pearls, we are celebrating the timeless allure of the cultured pearl, from the first one created by Kokichi Mikimoto in 1893 to today," said Yugo Tsukikawa, senior vice president of marketing and brand strategy at [Mikimoto](#), New York.

"We add another facet to the campaign by featuring women who are confident in their own way and share a message of originality," he said. "The series focuses on the modern woman and what it means to be a woman in this day and age.

"With respect to current events, Mikimoto takes part in the conversation by having trailblazing women, of all ages, varying in style, inspire and speak to the next generation effecting change."

Pearls of wisdom

Mikimoto worked with Aeba.Studio and SPOON Films on Pearls of Wisdom films, part of the jeweler's larger "Explore the Original" campaign effort.

Explore the Original looks to show that pearls can pair with more than conservative attire, profiling three women who have an edge. Mikimoto has been working to change the perceived stuffiness of pearls, whether bringing them into women's everyday wardrobes or highlighting their appeal for the modern woman ([see story](#)).

Mikimoto's Pearls of Wisdom video series was inspired by high-fashion portraits and underscores the beauty of Mikimoto's cultured pearls. Mikimoto has filmed seven individual 60-second videos as well as one anthemic 40-

second version featuring all seven women.

Pearls of Wisdom features seven trailblazing women of all ages, across fields, who were selected to tell their stories of success, failure and the obstacles they have faced to reach their goals. The women also offer words of advice to empower and motivate other women.



Yoshiko Kris-Webb's pearl of wisdom is "To me, being original means being daring." Image credit: Mikimoto

Mikimoto's cast of inspiring women includes model and filmmaker Gelila Bekele, editor at large of 10 Magazine Hannelore Knuts, digital entrepreneur Leila Yavari, fashion icon and founder of Rodin Olio Lusso Linda Rodin, RMS Beauty founder and makeup artist Rose-Marie Swift, model and columnist Yoshiko Kris-Webb and Yoyo Cao, the designer and curator of Exhibit Store.

Pearls of Wisdom will run across Mikimoto's social and digital channels.



Linda Rodin's Mikimoto pearl of wisdom is, "What makes a woman beautiful is confidence." Image credit: Mikimoto

Mikimoto has also created a dedicated Web site, [exploretheoriginal.com](https://www.exploretheoriginal.com), available in English, Japanese and simplified and traditional Chinese. Here, consumers can explore the pearls of wisdom left by each of the seven women.

"How we see it is," Mikimoto's Mr. Tsukikawa said. "The women featured in the series are our consumers, and our consumers are these women; each has her own unique point of view, a strength and beauty in her own originality.

"Over time, knowledge and experience creates an inimitable, refined quality and glow about each woman like a pearl," he said.

Mikimoto - Explore the Original - Pearls of Wisdom

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