

JEWELRY

David Yurman translates personal memories into holiday marketing

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David Yurman holiday 2017 campaign. Image credit: David Yurman

By STAFF REPORTS

U.S. jeweler David Yurman is taking inspiration from its eponymous co-founder's memories for a snowy holiday campaign.

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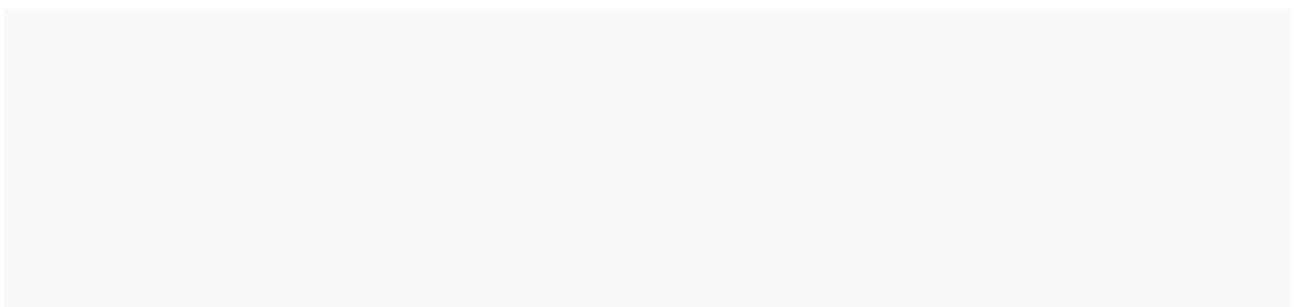
Based around Bear Mountain State Park, the site of Mr. Yurman's first date with his now-wife Sybil, the effort depicts its jewels amid a wintry landscape. With the business and life partners at the center of the David Yurman brand, the jeweler often puts its personal story at the heart of its marketing.

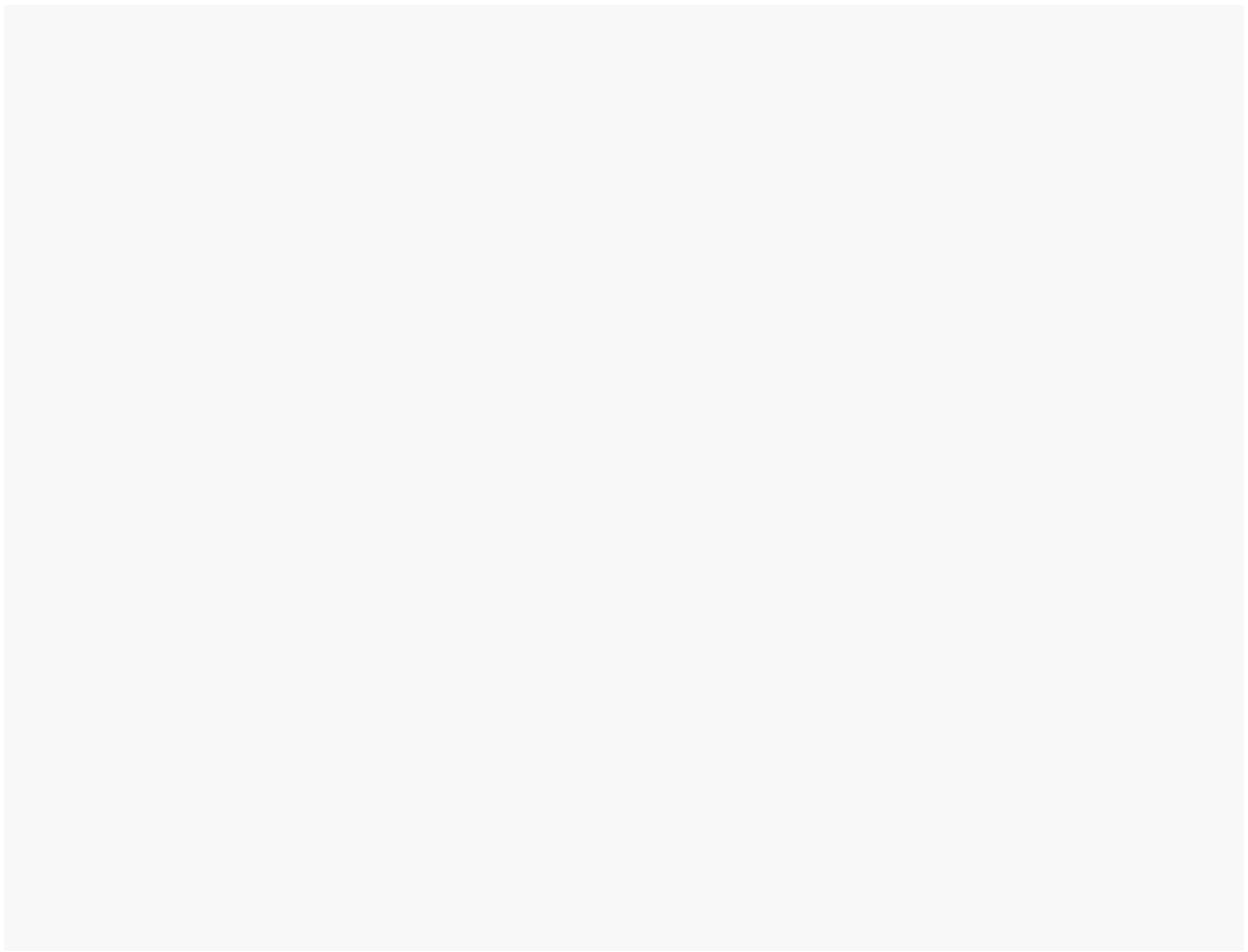
First date

David Yurman's campaign centers on the story of Mr. and Mrs. Yurman's courtship. It was Mrs. Yurman who made the first move, turning months of mutual admiration into a date.

After Thanksgiving, she invited Mr. Yurman to accompany herself and a friend on a day trip to Bear Mountain, a park located about an hour from their hometown of New York. They arrived at a "winter wonderland" that had been created by an ice storm, blanketing the park in white.

Turning this into a campaign, David Yurman's marketing depicts snowy owls in a story of "silence and snow."





Introducing our holiday campaign: David Yurman's Enchanted Holiday explores the beauty of silence from snow and the awe created when the world is blanketed with white. Explore the 2017 holiday campaign through the link in our bio. #MomentsOfEnchantment

A post shared by David Yurman (@davidyurman) on Nov 17, 2017 at 6:40am PST

The love story between David and Sybil Yurman is at the heart of many of the brand's campaigns and designs. Mr. Yurman's first jewelry piece was made as a gift for his future wife, and Mrs. Yurman has been his partner in life and business, co-founding the label.

For instance, David Yurman appealed to consumer sentiment with a Mother's Day gift guide, which is rounded out with personal stories from the designer about his wife. By connecting with consumers on a deeper level about gift giving, David Yurman will likely get consumers to commit to one of its pieces to share their affection ([see story](#)).

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