

JEWELRY

Tiffany & Co. professes undying love with interactive tattoos

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Tiffany's Valentine's Day tattoo campaign turns edgy. Image credit: Tiffany & Co.

By BRIELLE JAEKEL

U.S. jeweler Tiffany & Co. is taking on an edgier image for its Valentine's Day marketing, paralleling everlasting love with the permanence of tattoos.

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Leading up to the major holiday for all jewelers, Tiffany is giving the lovers' celebration, typically seen as cutesy, a renegade makeover. Tiffany is leveraging social media and interactive digital elements to allow consumers to send a modern version of a Valentine note.

"It is not only very unique, it is actually shocking," said Al Ries, chairman of marketing consultancy at **Ries & Ries**, Roswell, GA. "Tattoos associated with the upscale Tiffany brand?"

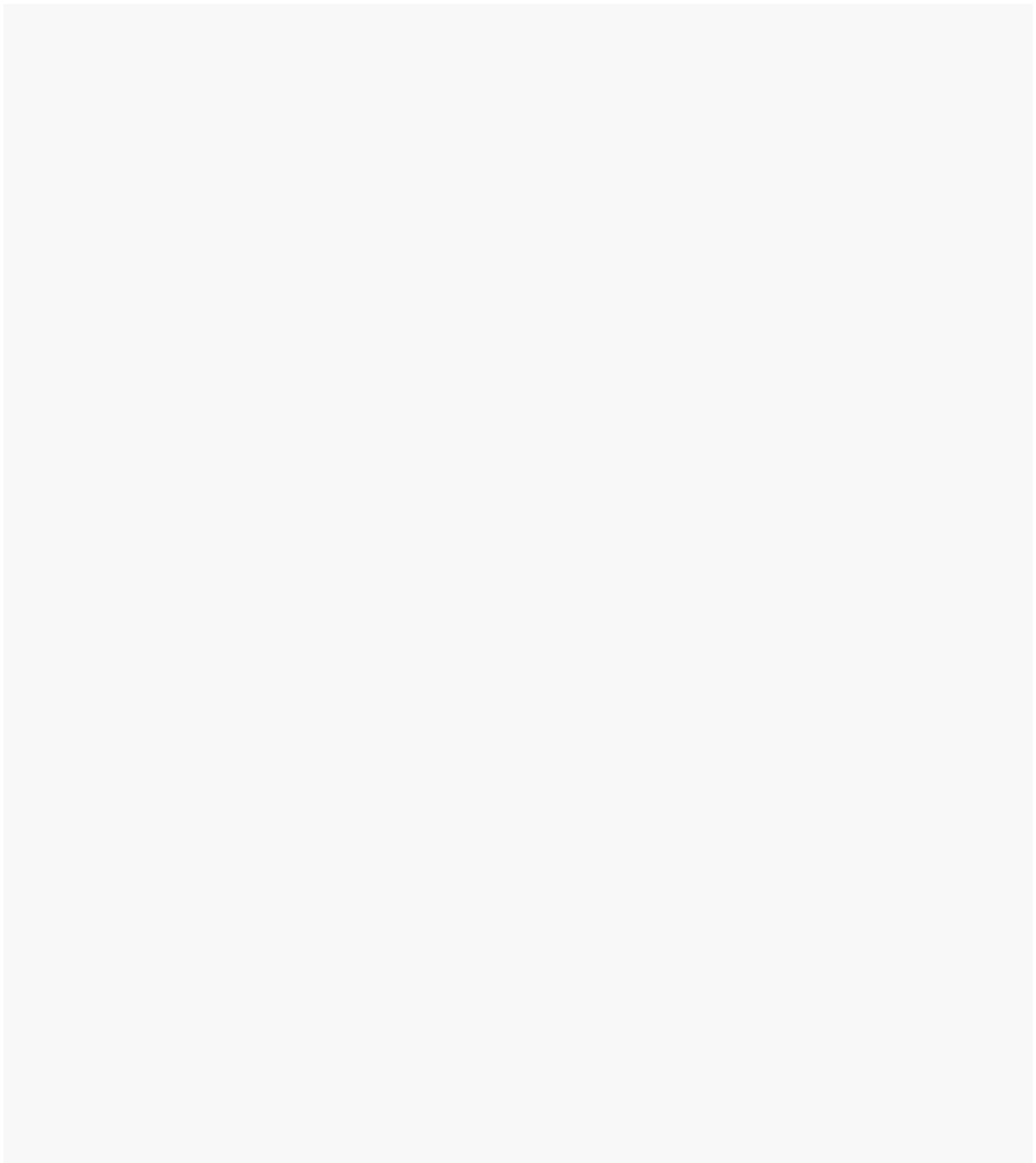
"Some older, wealthier customers are going to be offended, although the idea might resonate with many younger customers, many of which have tattoos," he said.

Mr. Ries is not affiliated with Tiffany, but agreed to comment as an industry expert. **Tiffany** was reached for comment.

Modern V-Day

Tiffany has created an online tattoo generator that users can send to friends and lovers instead of traditional paper Valentines. The brand has incorporated some of its products into tattoo forms.

Users can log on to Tiffany's Web site to interact with the campaign.



When it comes to love, there are no rules. Seize the moment and declare your feelings with unique Tiffany tattoos. Click the link in our bio to make your own. #BelieveInLove

A post shared by Tiffany & Co. (@tiffanyandco) on Jan 20, 2018 at 9:45am PST

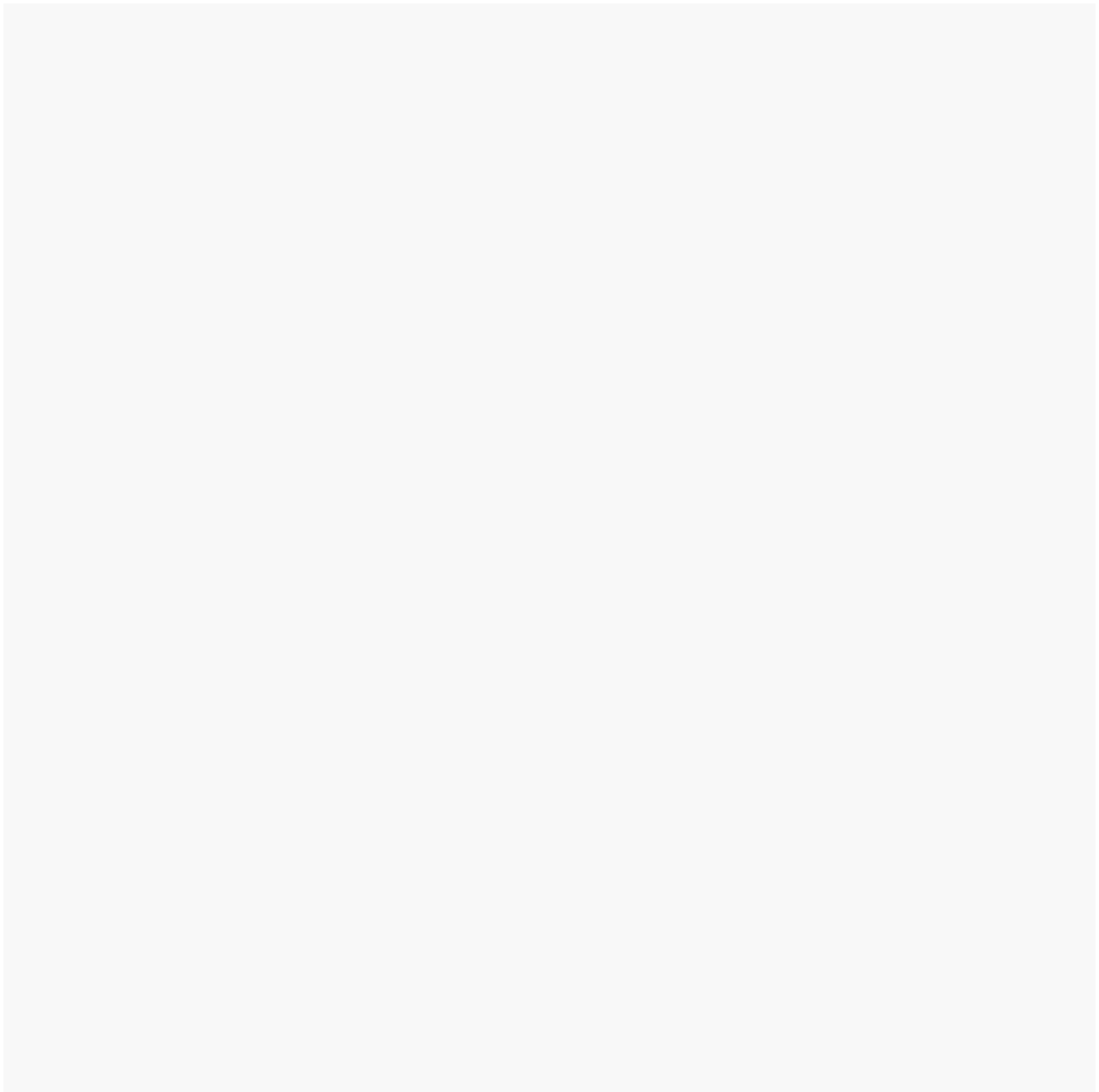
The generator will first prompt users to pick out a design from a variety of choices such as images of a locket, a gift, fragrance bottle, LOVE symbol, an hourglass, a diamond, love birds, an anchor, a heart with an arrow, a skull with a top hat and a rose.

After selecting a tattoo, participants then select a color for the tattoo itself and the background. Users can choose from a variety of bright pinks, black and white.

Users then type in the text they want to appear on the tattoo, as well as the font.

Once finished, Tiffany prompts users to send their creation to someone, post it to social media or save. As part of the digital hub, Tiffany is encouraging participants to purchase items from its collections, by interweaving products such as necklaces and rings into the tattoo images.

The online generator is a part of a larger, cartoonish campaign from Tiffany for Valentine's Day.



The #TiffanyKeys to her heart. #BelieveInLove

A post shared by Tiffany & Co. (@tiffanyandco) on Jan 18, 2018 at 7:42am PST

A series of playful videos and images on social media are encouraging consumers to spend their Valentine's Day funds with Tiffany.

For instance, one cartoon features two lovers kissing on a motorcycle with a Tiffany gift in the front basket. The image is captioned with "This Valentine's Day, say it with Tiffany. #BelieveInLove."

Tiffany + Love

The U.S. jeweler has had a long relationship with the theme of love, since jewelry and romance are so closely related.

Tiffany had another recent campaign that brought the holiday engagement season to the forefront with an intimate photo series titled "Believe in Love."

Through a series of black-and-white photos, showing only a couple's hands, Tiffany told a story of love with its jewelry at the center. Tiffany counted on the tried-and-true formula of integrating its jewelry into a fairytale love story to help drive engagement from customers on social media ([see more](#)).

In July, the brand posted love notes on Instagram to start an interactive conversation with its community of followers.

In a series of posts shared by the jeweler, Tiffany promoted its engagement jewelry in a way that is relatable to the majority of consumers. By personalizing its efforts with handwritten anecdotes, consumers may relate more to the brand and turn to its jewelry when the time comes to pop the question ([see more](#)).

"It might create a great deal of social media chatter in the short term, but not in the long-term," Ries & Ries' Mr. Ries said. "I'm sure Tiffany does not want to be associated with tattoos in the long-term."

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