

JEWELRY

## Tiffany's artistic director debuts first jewelry collection with theatrical launch

May 2, 2018



*Tiffany celebrates a first with multichannel campaign. Image credit: Tiffany.*

By BRIELLE JAEKEL

To start off a new direction for the U.S. jewelry brand, Tiffany & Co is taking to the streets of New York in a series of cryptic marketing pushes that dramatize its latest launch.

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Leaving fans and social media followers puzzled, Tiffany posted a series of mysterious texts throughout the week starting April 30 that allude to a comeback of its iconic blue, even including tweets written backwards. The mystery is a push for a New York takeover, where its famous blue will be appearing around the city in celebration of what Tiffany is calling its most significant collection launch since 2009.

"Tiffany Paper Flowers is our first collection that includes both high and fine jewelry, reflecting the finest Tiffany craftsmanship with modern design and cutting-edge techniques, and is our most significant fine jewelry launch since Tiffany Keys in 2009," said Ashley Barrett, vice president of global public relations at **Tiffany & Co.**, New York.

"Under the artistic direction of Reed Krakoff and his design team, the Paper Flowers collection name and design were inspired by the idea of deconstructed flower petals, cut from paper and delicately pinned together.

"Constructed and engineered with a platinum pin at its center, the organic, floral motif is reimagined through a modern and graphic lens and rendered in the finest Tiffany diamonds," she said.

Tiffany teases

Teasing the launch, Tiffany shared lyrics to "Moon River," the iconic song from the film "Breakfast at Tiffany's," with backwards text on Twitter.

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Tiffany & Co. (@TiffanyAndCo) **April 29, 2018**

The confusing texts came after a short clip of a clock with text reading, "The countdown starts now. 5.3.18

#TiffanyBlue."

Other black-and-white images include a street corner at the intersection of 5th Avenue and 57th Street saying, "Something blue is just around the corner," and a license plate of a classic taxi cab with the number 1837 and text reading, "Founded in 1837, counting down to 5.13.18 #TiffanyBlue."

On May 1, Tiffany's cryptic posts became clearer when new images were posted with the shade of its iconic blue instead of just black and white.

A video of a Tiffany blue-colored stop light with a caption reading, "We're stopping traffic in New York City," introduces the takeover to fans.

We're stopping traffic in New York City. Find more #TiffanyBlue in New York City:  
<https://t.co/dxXBwBp3O9> [pic.twitter.com/dHdjoBZRwr](https://pic.twitter.com/dHdjoBZRwr)

Tiffany & Co. (@TiffanyAndCo) May 1, 2018

The teasers have been a lead up to the brand's campaign in which various aspects of New York are featured in Tiffany Blue such as bodegas, taxi cabs, subway stairs and MetroCards.

Some locations around the city are featuring free giveaways such as complimentary coffee and baked goods, a nod to the opening scene of *Breakfast at Tiffany's*.

An interactive map on Google allows users to be able to find locations in the city featuring the Tiffany blue.

New York will lose its blue tints on May 4, but the brand is still teasing another surprise launch on May 3.

Tiffany's takeover touts Paper Flowers, the first collection from recently appointed chief artistic officer Reed Krakoff. The jewelry collection design is inspired by the look of a flower cut from paper.

Tiffany marketing

In another innovative campaign, Tiffany & Co. recruited a number of women artists for a project themed around the imminent arrival of spring.

For The Greenhouse Project, Tiffany invited a series of artists to create their own interpretation of the brand's miniature greenhouses that are a part of its Home & Accessories collection. Each woman designed her own version of the greenhouse, while corresponding videos see the women talking about what inspired them and what associations greenhouses call to mind ([see more](#)).

The current campaign for the Paper Flowers line comes after Mr. Krakoff's first creative campaign for Tiffany.

Tiffany & Co. celebrated self-expression and individuality in its personality-driven campaign for fall 2017.

The jeweler's "There's Only One" campaign was an ode to personal strength and brought together six personalities from different disciplines. Each of the campaign ambassadors for fall brought with them their own signature style, personality and imaginative vision ([see more](#)).

"From the takeover of our iconic Fifth Avenue flagship store faade to unexpected #TiffanyBlue taxis, subways and bodegas, Tiffany's celebration of the new Paper Flowers collection and Believe In Dreams' campaign is happening throughout our hometown of New York City," Ms. Barrett said.