

JEWELRY

Tiffany creates cinematic dreamscape for spring campaign

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Tiffany's spring 2018 campaign stars Elle Fanning. Image credit: Tiffany & Co.

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is updating a classic film for modern times with help from blockbuster talents.

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The brand's spring campaign "Believe in Dreams" remixes the window shopping scene from "Breakfast at Tiffany's," casting actress Elle Fanning as the protagonist. Tiffany's spot is the latest effort the brand has rolled out to fete artistic director Reed Krakoff's first jewelry designs.

Dreaming of Tiffany

Tiffany's effort centers on an original hip-hop track of the song "Moon River" performed by Ms. Fanning and A\$AP Ferg. This marks the brand's first music recording.

The campaign opens on Ms. Fanning as she walks down a New York street wearing a hoodie and jeans, updating Audrey Hepburn's iconic little black dress for the more casual modern era. While her attire has been updated from the original, Ms. Fanning dons a tiara in a nod to the feature film.

At first, the campaign is in black-and-white with an acoustic version of Moon River underscoring the footage. As the actress approaches Tiffany's window, A\$AP Ferg comes in, rapping, "I ain't window shopping today."

As if by magical force, Ms. Fanning launches into a dance routine as the scene shifts to Technicolor. She and an ensemble of dancers groove to the hip-hop track in a Tiffany blue-themed New York setting.

In the end, the dance break appears to be a dream, as Ms. Fanning is found back at the window. The shot was shot by director Frances Lawrence, whose other credits include "The Hunger Games" and music videos for artists including Britney Spears and Beyoncé.

Tiffany's Believe in Dreams campaign

This is part of Tiffany's launch for its Paper Flowers collection.

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

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 ([see story](#)).

Outside of its Fifth Avenue flagship, Tiffany has installed an interactive clock. Consumers can tweet at the brand and include a hashtag to get a surprise.

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