

JEWELRY

David Yurman looks to past, present, future in everyday moments

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David Yurman's new campaign. Image credit: David Yurman

By STAFF REPORTS

U.S. jeweler David Yurman is bringing back former faces and introducing new models who reflect the various stages of its customers.

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The brand's first campaign under new chief creative officer Evan Yuman features Amber Valletta, Anna Ewers, Joan Smalls, Ashley Graham, Meghan Roche, Florence Clapcott and Cobi. The campaign highlights these women to embody the range in customers of the David Yurman brand, showcasing the beauty of moments in everyday life, paying homage to marketing of the past.

Past, present and future

Ms. Valletta, Ms. Ewers and Ms. Smalls are returning as models for David Yurman's latest campaign, while Ms. Graham, Ms. Roche, Ms. Clapcott and Cobi are joining the brand for the first time.

The jeweler has commissioned Peter Lindbergh, Alex White and David Lipman to create the campaign using the theme "Celebration."

"My vision for this campaign drew from the original intent of the first campaign when we were celebrating life's exceptional moments," Mr. Yurman said, in a statement. "This campaign is a continuation, as it captures the beauty in everyday moments of life.

"It's about capturing the ease and beauty, and the dynamism of the six women and the male artist who we chose to represent the brand," he said.

The still campaign was photographed in Jamaica at the GoldenEye Resort showcasing collections such as Continuance, Pavflex, Solari, DY Bel Aire and Barrels and the new Tides.



David Yurman takes to Jamaica for its campaign. Image credit: David Yurman

The campaign will break in the September issues.

While this is Evan Yurman's first campaign, the U.S. jeweler also just named Carol Pennelli as its new president, placing her in charge of all operations aside from design and creative.

Ms. Pennelli has been with the company for more than 15 years, and most recently was chief commercial officer of the brand. The company points to her role in helping it grow in recent years, looking to her leadership to help further drive its global business ([see story](#)).

"This campaign was born out of passion for life, which the Yurmans have always had," said David Lipman, art director of David Yurman, in a statement. "The Yurmans, first David and Sybil and now Evan, have always been about a celebration. It's amazing to work with Evan on this now, because it's so clear that he shares the same passion for life and art that his parents have.

"It's great to be back with this team that has worked together so well in the past, and to see the direction that Evan is taking the brand," he said. "The core values of the campaign remain the same, but you can truly feel Evan's passion and his take throughout this new campaign."

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