

JEWELRY

Tiffany pushes personalization to add extra meaning to pieces

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Image credit: Tiffany & Co.

By SARAH RAMIREZ

Jeweler Tiffany & Co. is encouraging consumers to make its designs their own by using the brand's personalization services, indulging the contemporary desire for individuality.

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Although the brand has been offering personalization on its jewelry and accessories for more than a century, Tiffany is sharing both tongue-in-cheek and sentimental personalization options to capture the imagination of a wide audience of shoppers. Younger affluents may prefer having one-of-a-kind pieces, while older luxury buyers appreciate the longevity of their jewelry.

"Tiffany has [become] an integral part of many affluents' lives," said Chris Ramey, president of [Affluent Insights](#), Miami, FL. "Personalization manifests engagement and relationships, thereby earning Tiffany the right to be whimsical and lighthearted."

Mr. Ramey is not affiliated with Tiffany, but agreed to comment as an industry expert. [Tiffany](#) was reached for comment.

Make it Tiffany

Tiffany's personalization options include engraving, embossing, monogramming, etching and embroidery. Items available to be customized extend beyond jewelry and include leather totes, housewares and more.

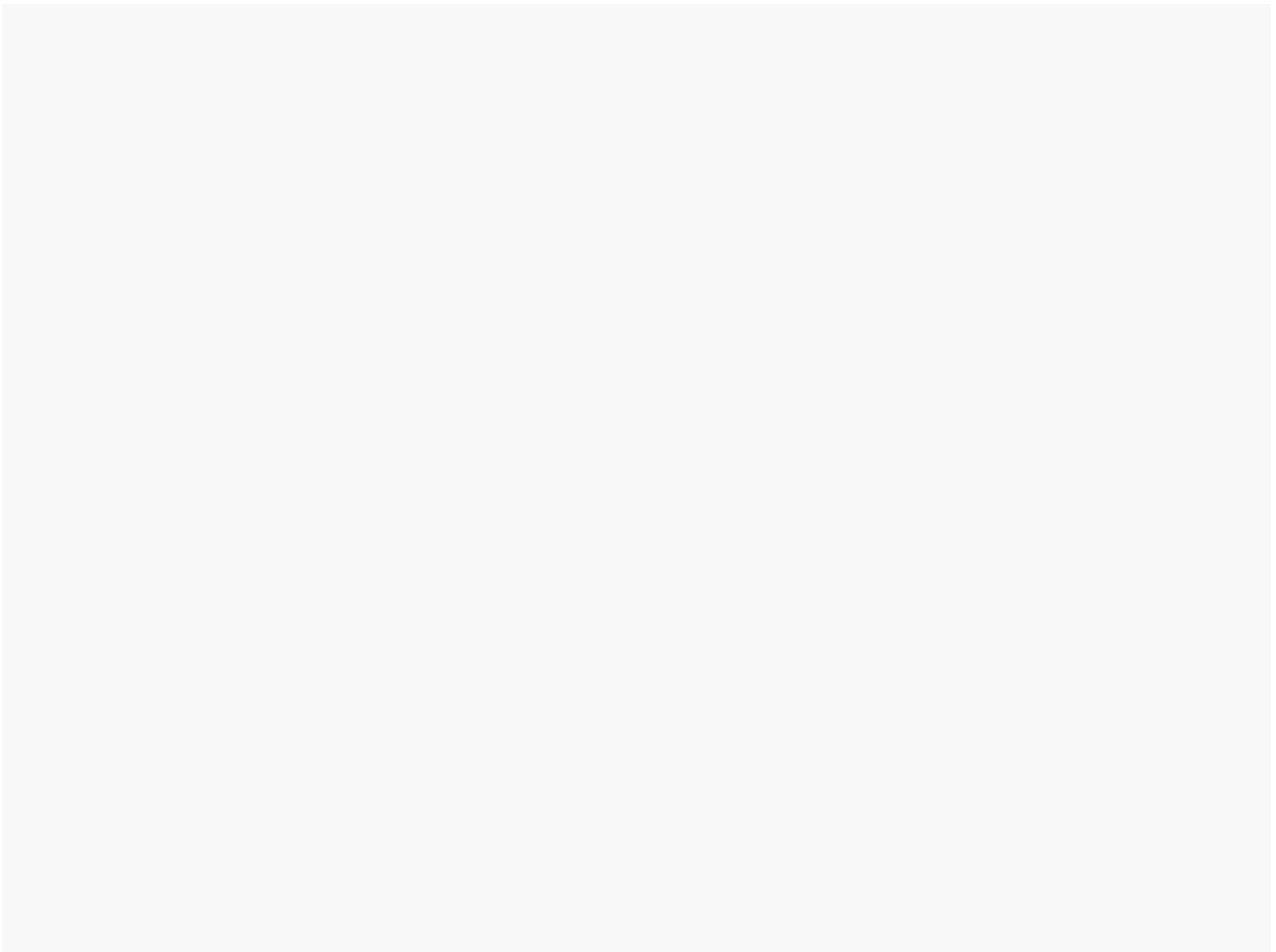
Among the symbols consumers can use in their personalizations are skulls, lightning bolts, hearts, serpents and zodiac signs, in addition to monograms.



An engraved heart tag necklace and zodiac-embossed leather wallet. Image credit: Tiffany & Co.

A pop-up store at New York's Rockefeller Center and select locations are offering on-site personalizations, though customers can also order their specialized pieces on the jeweler's Web site. Tiffany has introduced new window displays featuring personalized designs for men and women, with the slogan "Make It My Tiffany."

Although some of the embellished pieces appear to be more playful than classic, Tiffany is also sharing customers' stories about their customized jewelry pieces that have become family heirlooms, pointing to the emotional weight that personalization can bestow on luxury goods.



On the record. "My friend gave me a Tiffany & Co. pocket knife 25 years ago. He wanted me to have a physical, visual memory of him, even though I don't see him that often," explains legendary jazz musician #RonCarter. "There are things that people need to have, to touch physically, that enhance the experience it's a kind of memory." The famed bassist and his wife @tellquin share their story. : @maciekpozoga #ThisIsTiffany

Tiffany & Co. is also sharing customers' personalization stories

The short video clips are inspired by the idea that jewelry can tell a story and share people's histories.

Personalization popularity

Many affluent shoppers, especially those of younger demographics, view luxury items as a form of self-expression.

Members of Generation Z, who were born between 1994 and 2002, crave personalization, whether in the form of personalized experiences, limited-edition merchandise or uncommon products, and appreciate targeted online advertisements ([see story](#)).

Customization is poised to expand to more categories as consumers desire something that is uniquely their own, according the director of strategy at Fluid, Inc.

Presenting at Luxury FirstLook: Strategy 2016, Chris Haines talked about the trend of co-creation, where consumers want to become their own designer and have a say in the look of the items they buy. Even with the advent of technology designed to help customize, the human element is still key in bespoke and personalized designs ([see story](#)).

Tiffany & Co. and Chaumet were among the jewelers promoting wedding bands and engagement rings earlier this year, looking to be part of consumers' plans as they prepare to tie the knot.

From turning diamond shopping into a game to celebrating love in all its many forms, jewelers are taking both playful and emotional tones in digital efforts aimed at reaching brides- and grooms-to-be. Reflecting the luxury business' focus on bespoke creations, jewelers are promoting their personalization experiences, hoping to win customers seeking the unique ([see story](#)).

"Client as co-creator is a powerful strategy when marketing to affluent millennials," Mr. Ramey said. "Luxury is indelibly about emotion over product."

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