

JEWELRY

John Hardy links jewelry with empowerment in ad campaign

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John Hardy's Made for Legends campaign. Image credit: John Hardy

By STAFF REPORTS

Jeweler John Hardy is encouraging women to use its pieces as a means of self-expression in a campaign fronted by It model Adwoa Aboah.

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Ms. Aboah is returning as the face of John Hardy's second Made for Legends campaign, which speaks to successful women who buy jewelry for themselves rather than waiting for someone else to gift it to them. This focus on self-purchasing reflects the growing population of female consumers, particularly millennials, who would rather invest in their own jewelry ([see story](#)).

"Our Made for Legends platform continues to champion the importance of individuality and harnessing unique artisan handcrafted jewelry as a tool for self-expression," said Robert Hanson, CEO of John Hardy, in a statement.

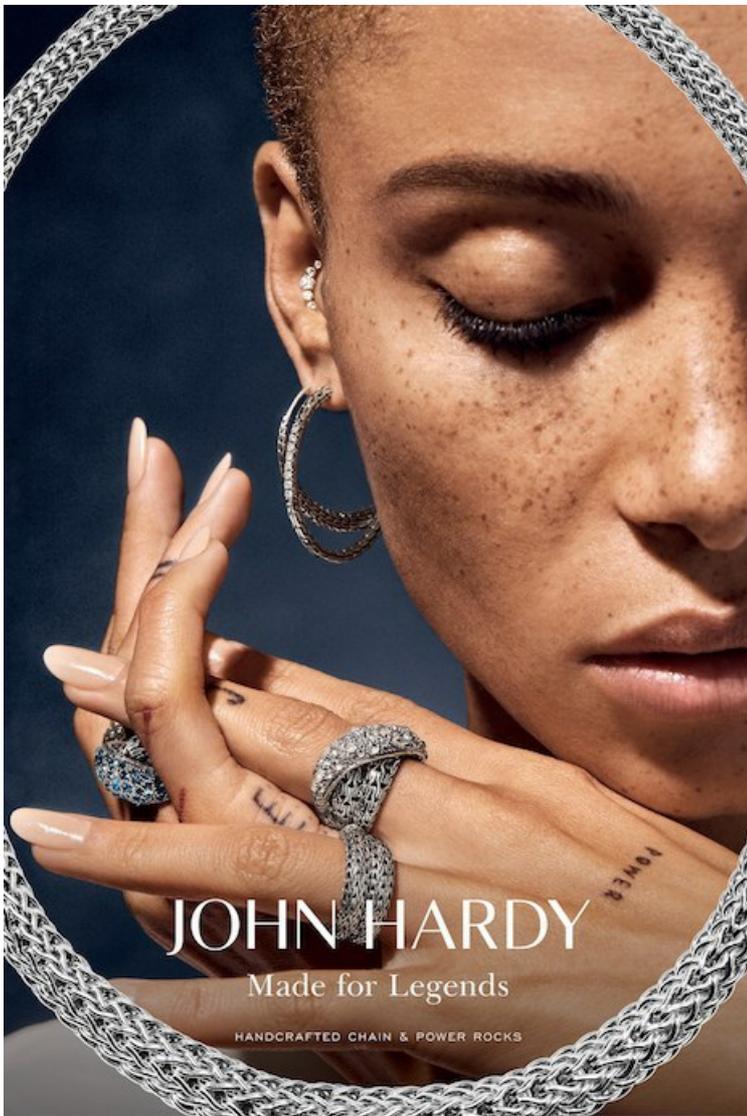
"As a brand with a commitment to positive social change, sustainability and artisan communities, we are honored to evolve our relationship with Adwoa," he said. "She is a soulful change agent with a creative voice, reflected through her boldly expressive attitude towards jewelry and is a proactive community builder using her platform to uplift others."

Empowerment effort

Ms. Aboah also starred in John Hardy's first Made for Legends effort, which debuted last fall ([see story](#)).

For the second version of the campaign concept, the model appears in portraits draped in the house's jewelry, including its Classic Chain and new Asli Classic Chain Link pieces.

John Hardy describes the model and activist as a "legend in the making."



John Hardy's Made for Legends campaign. Image courtesy of John Hardy

"Our second phase of Made for Legends drew inspiration from Adwoa herself she is powerful, dramatic and inspiring," said Suzanne Hader, chief marketing officer of John Hardy, in a statement. "We see her as a muse for our brand, both in how she wears jewelry as well as how she shows up in the world as a leader.

"Legends, to us, are optimistic and creative, yet very grounded in the real," she said. "They find strength in where they come from, but also in their continued evolution.

"We expressed this visually by showing Adwoa walking into daylight, grounded in a midnight blue Bali evening sky. She feels relaxed, but the duality explodes with the energy of her purity and our signature maximalist styling."

John Hardy's campaign will break in print placements this fall.

Along with aiming to take the conversation around jewelry, John Hardy has also innovated in the store environment. The jeweler is creating a seamless shopping experience for consumers by leveraging the innovative toolkit found in today's retail landscape.

John Hardy has entered a partnership with ecommerce mobile application Hero, which allows online shoppers to connect with sales associates who are physically at the store with a combination of messaging, augmented reality and video. John Hardy is rolling out integration with the app to a number of its stores around the United States ([see story](#)).

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