

JEWELRY

David Yurman uses its windows to save the Polar Bears

November 16, 2018



David Yurman's holiday windows work to save the Polar Bears. Image credit: David Yurman

By STAFF REPORTS

U.S. jeweler David Yurman is partnering with Polar Bears International to bring beauty to its window winter display while also raising awareness.

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For the holiday season, David Yurman has interpreted elements of the chilling season in the eyes of an artist. Its window displays features a winter wonderland with polar bears seemingly made out of ice.

Celebration and awareness

Polar Bears International is dedicated to preserving the species categorized as vulnerable. David Yurman will be working to help their preservation by contributing to the organization.

The jeweler has also created a special shop online, named the Silver Ice shop, featuring a variety of sterling silver products with diamonds, with a portion proceeds going to Polar Bears International.

David Yurman's windows combine the iciness of its jewelry with an important issue, while still celebrating the holiday season.

This year's holiday campaign for the jeweler is inspired by ice as whole, focusing on "Moments of Enchantment."

[View this post on Instagram](#)

Inspired by ice. For Chief Creative Officer Evan Yurman, encountering this natural phenomenon is a magical experience one of the #MomentsofEnchantment that influenced us this season. Discover our new holiday campaign through the link in our bio.

A post shared by David Yurman (@davidyurman) on Nov 9, 2018 at 4:06pm PST

David Yurman Instagram post

Chief creative officer Evan Yurman came up with the idea when he discovered an ice cave in upstate New York.

Prior to its window display unveiling, the U.S. jeweler announced that it is likely to open the doors of its new flagship store in New York by the end of 2019.

The jeweler has commissioned work on a flagship location in between 57th street and Madison Avenue. The boutique will have a three-level entryway and be sized at more than 5,000 square feet ([see story](#)).

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