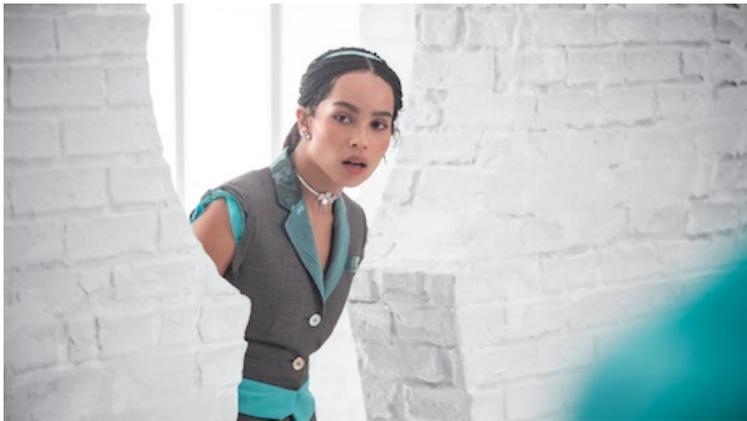


JEWELRY

## Tiffany brings a whimsical workshop to life in holiday film

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*Zo Kravitz finds herself in a holiday workshop in a new campaign. Image courtesy of Tiffany & Co.*

By SARAH RAMIREZ

U.S. jeweler Tiffany & Co. reimagines a well-known fable and turns to a new cast of characters in popular faces, as luxury brands continue to create their own worlds for the holiday season.

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Actress Zo Kravitz stars as a sales associate in "A Tiffany Holiday," the newest chapter of the jeweler's "Believe in Dreams" campaign. Ms. Kravitz's journey down a Tiffany Blue rabbit hole showcases the brand's commitment to both creativity and craftsmanship.

"Both Tiffany's and The Holidays share a general brand territory: dream fulfillment," said Daymon Bruck, CCO and partner at **The O Group**, Seattle. "Add the fantasy world of Alice in Wonderland into the mix, and you get rich visual and thematic landscape to help launch the brand to the front of holiday season advertising."

Mr. Bruck is not affiliated with Tiffany & Co., but agreed to comment as an industry expert. **Tiffany & Co.** was reached for comment.

### Tiffany wonderland

The film begins with Ms. Kravitz's character, dressed in a gray suit and white sneakers, finishing up a late night at work.

One of the store displays, a large Tiffany Blue robot with a glowing heart, draws her closer. Mischievous animated figurines push Ms. Kravitz down a chute and she is transported to a Tiffany Wonderland.

"*Alice in Wonderland* is a brilliant backdrop reflecting Tiffany's fantasy world full of magic and hope," said Chris Ramey, president of **Affluent Insights**, Miami, FL.

### *Zo Kravitz stars in "A Tiffany Holiday"*

She finds herself in a holiday workshop and is greeted by model Xiao Wen Ju, wearing bunny ears in an allusion to the White Rabbit from *Alice in Wonderland*.

Tiffany gift boxes come down a conveyor belt and the white ribbons are transformed to neon colors with a simple

touch. Workers also create larger-than-life Tiffany jewelry both modern and classic including Tiffany Keys and Paper Flowers pieces.

Ms. Kravitz's own jewelry collection grows as she is accessorized with more Tiffany necklaces, bracelets and rings than when she was at work. Even her nail polish is updated from nude to Tiffany Blue.

Towards the end of her journey, Ms. Kravitz joins model Naomi Campbell, portraying the Mad Hatter, for a whimsical tea party. The table settings and housewares are from Tiffany's home collection and the pastries are from the Blue Box Cafe.



*Naomi Campbell as Tiffany's Mad Hatter. Image credit: Tiffany & Co.*

A Tiffany Holiday was directed by Mark Romanek with Aerosmith's rock classic "Dream On" as the soundtrack.

Through New Year's Day, the Tiffany New York flagship will also feature a workshop with house jewelers, stonemasons and engravers.

#### Classic creativity

Tiffany's first "Believe in Dreams" campaign launched this spring with an update of a classic film for modern times with help from blockbuster talents.

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 was one of several efforts that coincided with the release of the Paper Flowers collection ([see story](#)).

In another instance of combining craftsmanship and creativity, Tiffany & Co. is also encouraging consumers to make its designs their own by using the brand's personalization services, indulging the contemporary desire for individuality.

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 ([see story](#)).

"Tiffany's evolution from old luxury to new luxury is the new gold-standard for luxury brands," Mr. Ramey said.