

JEWELRY

Tiffany, British Vogue series delves into style

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Still from Tiffany & Co. and British Vogue's film. Image credit: Tiffany & Co. and British Vogue

By SARAH JONES

Jeweler Tiffany & Co. is teaming up with Cond Nast's *British Vogue* to explore the topics of fashion and film.

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Surrounding the 2019 Vogue and Tiffany & Co. Fashion and Film party, the partners have launched a video series centered on the behind-the-scenes figures at both brands. While allowing Tiffany to further associate itself with fashion and film, this series also allows consumers to get to know the minds behind their jewelry or magazine.

"It is getting more and more difficult to create true emotional connections between consumers and brands," said Vincent Krsulich, senior vice president of **Martini Media**, New York. "Storytelling is the oldest and best form of branding.

"Both brands are established and have tremendous brand equity," he said. "Combined, the brand equation is exponentially magnified."

Mr. Krsulich is not affiliated with Tiffany & Co. or *British Vogue*, but agreed to comment as an industry expert. **Tiffany & Co.** and *British Vogue* were reached for comment.

Fashion on film

The debut episode of the series features a relaxed transatlantic call between *British Vogue* editor Edward Enninful and Tiffany's chief artistic officer Reed Krakoff.

Throughout the conversation, the two talk about their jobs. Mr. Enninful explains how he picks who goes on the cover of *British Vogue*, while Mr. Krakoff talks about overseeing everything from Tiffany's designs to its store environments.

The two go on to give their perspectives on style. Mr. Krakoff notes that style is eternal, while fashion is more fleeting and evolving. Mr. Enninful explains that those who are obsessed with being cool will likely find themselves uncool one day.

Tiffany & Co. x British Vogue ask "What does great style mean?"

Next in the series is a film following two *British Vogue* editors as they plan out their jewelry for the party. While at Tiffany, executive fashion news editor Olivia Singer and jewelry and watch director Rachel Garrahan select and try on pieces for day and evening, explaining their choices.

The collaborative party was held on Feb. 10, the same night as the British Academy of Film and Television Arts awards.

Mr. Enniful, model and *Vogue* contributing editor Naomi Campbell and award-winning actor Eddie Redmayne hosted the event at Annabel's.

"This shows that the luxury marketing is in this together," Mr. Krsulich said. "Collaboration is the recipe for success."

Parallel moves

Since joining Tiffany in 2017, Mr. Krakoff has taken a more celebrity-driven approach to marketing.

For instance, Tiffany updated 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 the efforts the brand rolled out to fete artistic director Reed Krakoff's first jewelry designs ([see story](#)).

Meanwhile, Cond Nast-owned *British Vogue's* inaugural issue with Edward Enniful as its editor in chief will hit newsstands in 2017.

Mr. Enniful was announced as Alexandra Shulman's successor in April after she stepped down as editor in chief, with the June edition of the title being her last. Joining *British Vogue*, Mr. Enniful, who was born in Ghana and raised in London, was formerly the creative and fashion director of Cond Nast's *W* magazine ([see story](#)).

He has focused on diversity, featuring those who reflect today's zeitgeist, such as Adwoa Aboah, Cara Delevingne and Rihanna, on the cover.

This inclusive approach extends to this Tiffany series.

"This lets the readers and brand loyalists behind the ropes a craving for many," Mr. Krsulich said. "The program is inclusive. Welcome to the party."