

INTERNET

David Yurman uses social media to build hype for Fall 2011 campaign

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By KAYLA HUTZLER

Jeweler David Yurman has finally released its much-anticipated Fall 2011 collection and campaign via its branded social media platforms.



The brand built up the excitement surrounding the release with mysterious posts on its Twitter and Facebook accounts. The Fall 2011 campaign consists of a video and five images.

“Utilizing social media is always a great outlet to create appeal and anticipation for a launch,” said Dalia Strum, president of Dalia Inc., New York.

“The ultimate goal is to create a viral effect to measure the success of their social media strategy,” she said.

“Campaign videos are valuable for both potential and aspirational consumers in order to establish and connect the lifestyle associated with the brand.”

Ms. Strum is not affiliated with David Yurman, but agreed to comment as a third-party expert.

David Yurman did not respond by press deadline.

Tweet nothings

Starting three days before the campaign release, David Yurman began posting mysterious phrases on its Twitter and Facebook accounts.



For example, the brand built the hype on Facebook with a post that read, “The countdown begins! Breaking news – and exciting views – from David Yurman coming Monday. Keep checking back!”

The brand tweeted a similar message from its @DavidYurman handle on Aug. 13.

Throughout the weekend loyal fans and followers posted their excitement and their guesses as to the nature of the news.



Some fans posted their thoughts and hopes, which included giveaways and large discounts.

The branded messages and consumer reactions continued throughout the weekend.

Come Monday morning David Yurman held fans' interest for a few more hours with a post that read, “Today’s the day! Visit us this afternoon and be among the first to discover what’s new and exciting in the world of David Yurman!”

Finally at 8 p.m. EST Monday, Aug. 15 the brand released its Fall 2011 campaign video.

[Click here to view the David Yurman campaign video](#)

The following day, Aug. 16, the brand reposted the video along with five campaign images.



Chasing Arizona

The Fall 2011 campaign announces models Arizona Muse, Joan Smalls and Jon Kortajarena as the new faces of David Yurman.

The video features the models mostly talking on their mobile phones among various New York trademarks such as in a yellow taxi, under street scaffolding, near the Brooklyn Bridge and in Times Square.

The models are clad in chunky David Yurman bracelets, cuffs, rings, necklaces and earrings.

The video is set to a jazzy love song soundtrack with the models making sultry faces at the camera.

In addition, the campaign images feature the same models and scenes from the video.

The entire campaign is captured in black-and-white.

David Yurman has also given the campaign video prime real estate on its branded Web site at <http://www.davidyurman.com>.

“This classic black-and-white video best illustrates the true luxury of the brand,” Ms. Strum said. “As the ad features two of the biggest names in the fashion industry, Joan Smalls and Arizona Muse both look pensive in their Yurman pieces.

“The supermodel duo enchants the audience in Yurman’s classic and elegant designs for the autumn season, which aligns with the brand's core values,” she said.

Final Take

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