

JEWELRY

Tiffany puts focus on personal style in spring campaign

April 17, 2019



Tiffany's spring 2019 campaign. Image courtesy of Tiffany

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is gathering a group of diverse models for a campaign that focuses on personal expression.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The five faces of the brand's spring 2019 effort are seen interacting with items that were given a Tiffany blue makeover, such as a sneaker or a ping-pong paddle. As Tiffany reaches out to the next generation of luxury buyers, the brand is putting a playful spin on some of its codes.

Personal touch

Tiffany's campaign stars models Kendall Jenner, Carolyn Murphy, Imaan Hammam, Mica Argaraz and Fei Fei Sun. Shot by photographer Craig McDean, the effort was styled by Alex White.

The models appear separately in portraits shot against a blue-and-white backdrop. This puts the focus on the women's personalities and their sense of style.

Also featured prominently throughout the campaign is Tiffany's blue box, as models pose with the packages.

Many of the pieces worn by the models are from the Tiffany T collection. Each woman wears jewelry differently, showcasing how styles can be mixed together.

"With modern sophistication, authentic energy and wit, the spring campaign beautifully highlights our brand icons," said Reed Krakoff, chief artistic officer of Tiffany & Co., in a statement.



TIFFANY & CO.

Tiffany T

Tiffany's spring 2019 campaign. Image courtesy of Tiffany

In addition to the official campaign images, Tiffany shot behind-the-scenes footage that shows candid moments on set. These clips include interviews, a ping-pong tournament and yo-yoing.

Since Mr. Krakoff arrived at Tiffany, the jeweler's advertising efforts have leaned on personality, with casts that include well-known models and celebrities.

For instance, the jeweler's "There's Only One" fall 2017 campaign was an ode to personal strength and brought together six personalities from different disciplines. Each of the campaign ambassadors brought with them their own signature style, personality and imaginative vision.

Faces of the campaign included actress Elle Fanning, principal dancer for the Bolshoi Ballet and American Ballet Theater David Hallberg, actress and singer Zoe Kravitz, Oscar-nominated actress Janelle Monáe, American supermodel and activist Cameron Russell and musician Annie Clark, better known by her stage name, St. Vincent ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.