

HOME FURNISHINGS

## Georg Jensen birthday campaign plays up brand's heritage

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*Georg Jensen is celebrating founder's birthday with special offer. Image credit: Georg Jensen*

By DIANNA DILWORTH

Danish silversmith Georg Jensen has launched a new campaign to celebrate the founder's birthday in August at a time when many consumers are redesigning their homes as they spend more time there during the pandemic.

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The email campaign is centered on Mr. Jensen who began his training at the age of 14 in Copenhagen. The effort promotes the brand's heritage and the designer's foundational attention to craftsmanship.

"Although a seemingly contemporary and modern brand, Georg Jensen is using this moment, and Jensen's birthday to hone in on the brand's heritage and history," said Livia Stefanini, a London-based luxury consultant. "The campaign is targeting a more international consumer as the brand continues to grow its global distribution."



*Georg Jensen was known for his attention to detail in silversmithing. Image credit: Georg Jensen*

### Birthday campaign

Georg Jensen founded his eponymous design company in 1904. The latest campaign promotes the company's rich history while also offering an incentive to purchase free shipping and a free silver cleaning kit to people who place orders through Sept. 2.

The promotion also plays up the founder's collaborations with creative talent, tracing its history through to today.

"Early on, he pioneered a tradition of collaborating with creative talent from outside the smithy," read the email. "He trusted his eye and his own skill set but wanted more than simply his own perspective. The partnerships that Jensen developed helped establish the company as a place brimming with new ideas."

Over its more than a century of history, Georg Jensen has worked with a number of designer collaborators, including Johan Rohde, Sigvard Bernadotte, Henning Koppel, Nanna Ditzel and Vivianna Torun Blow-Hbe.

The promotion comes at a time when consumers are staying closer to home and spending vacation budgets on interior renovations and decor.

"Meaning and timelessness are key themes running through today's luxury market, as is a focus on the home," Ms. Stefanini said. "Georg Jensen's history is timely given his birthday but also relevant in today's economic climate."



*Georg Jensen products are known for their clean and functional design features. Image credit: Georg Jensen*

#### Art exhibit

Heritage is a common marketing tactic for bespoke brands that are known for their founder's love of innovation. Georg Jensen has a history of playing up these features in earlier campaigns.

For instance, the brand was featured in an exhibit at the Art Institute of Chicago two years ago.

"Georg Jensen: Scandinavian Design for Living" explained the rise in popularity of Scandinavian design all over the world through the lens of the silversmith. This was the first major U.S. retrospective on Georg Jensen, allowing a new audience to gain an understanding of the house's history and place in home design (See story).

The latest campaign also relies on storytelling related to the brand's heritage and history.

"At the heart of Georg Jensen is the man himself," reads the email. "The philosophy of our namesake silversmith is to create innovative designs that are both beautiful and functional. Trained as a sculptor, Jensen was fired by the spirit of innovation and artistic invention and set out to forge a bold new path in silver design. It is with this passion and skill as a silver smithy that George Jensen has become a design house built on the foundation of exceptional silver craftsmanship."

"For eponymous brands, the founders' history is important to cement the guiding vision, providing context and purpose to world a consumer is buying into," Ms. Stefanini said.