

JEWELRY

## Tiffany & Co. traces diamonds' global journey in emotive films

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*Tiffany & Co. illustrates the stories of those behind the diamonds in a new series. Image credit: Tiffany & Co.*

By KATIE TAMOLA

U.S. jeweler Tiffany & Co. is celebrating the different lives that touch its diamonds in a new film series.

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The "Journey of a Tiffany Diamond" series spotlights consumers and employees of the jeweler from around the world, while highlighting its ethics and traceability practices. Although illustrating the different lives of those connected to Tiffany diamonds, each short film is an emotional and intimate look into the thoughtfulness behind each piece.

"This approach provides an opportunity for Tiffany & Co. to focus on building essential connections with their audience," said Dalia Strum, founder of [Rethink Connect](#) and professor at [The Fashion Institute of Technology](#), New York. "Now is the time for them to strengthen brand equity through storytelling.

"Digital success, which has become essential, is dependent on brand storytelling and consumer advocacy," she said. "Consumers need to feel a connection to the brand, their mission and what they stand for."

### Tiffany around the world

Tiffany & Co. released three videos launching the new campaign spotlighting people who hold meaningful connections to the jeweler.

In "Journey of a Tiffany Diamond: New York," a woman named Sonya Keshwani talks about how she has always viewed jewelry as a means of expression. Ms. Keshwani then talks about her beloved celebration ring, which she acquired when she finished chemotherapy.

*Ms. Keshwani talks about the meaningful jewelry in her life*

Ms. Keshwani's husband, Sahil Navodia, talks about when the couple got engaged, they sought a diamond with transparent traceability. The couple wanted an ethical jewel that could be a symbol of their love, and found that in a Tiffany & Co. diamond.

"The values that go into creating a diamond say a lot not just about Tiffany, but also the customer that is wearing that

diamond," Ms. Keshwani says.

"Journey of a Tiffany Diamond: Cambodia" follows Kunthea Theng, a bruting supervisor at a Tiffany & Co. workshop in Cambodia. In the short film, Ms. Theng explains how she ventured from home as a young woman to try to find a job.

When she applied to Tiffany & Co. she knew she was brave, hardworking and that she wanted to be a part of the jeweler's organization. She showed great resilience and dedication during the hiring process and was elated when she was hired.

*Ms. Theng has crafted a successful career working for Tiffany & Co. in Cambodia*

"I was so happy, even though I didn't have any money for food," Ms. Theng said.

The short film tracks Ms. Theng's progress and how she has been able to excel within the company, and how her career changed her life and enabled her to support her family.

Ms. Theng's experience reflects Tiffany & Co.'s ethos in care behind its product but also for its employees, as salaries at the Phnom Penh workshop are above Cambodia's minimum wage.

"Journey of a Tiffany Diamond: Belgium" introduces Marcel Struyfs, designer of the Tiffany True diamond. He speaks about how seeing light reflected in a diamond can be an emotional experience, instilling the same feeling of hope people might feel as they transition from winter to spring.

"The beauty of spring disappears, the sparkling of a diamond says forever," Mr. Strufys says.

This vignette more closely highlights the technical intricacies of designing and crafting a Tiffany diamond. He spoke of the way light hits a diamond, giving it its signature sparkle, and how that sparkle elicits feelings in the owners of the jewelry.

Mr. Struyfs illustrates how the U.S. jeweler not only tirelessly puts thought behind each of its products, but also intention. Tiffany & Co. is aiming for their pieces to make consumers feel something.

"When I married my wife, I gave her a pendant in the shape of a water drip, and in the water drip there were three little diamonds, representing that light reflecting spring" he said. "This is now 40 years [ago] and she is still wearing this everyday."

Emotional connections

The journey to a Tiffany diamond series is the latest emotive push from the U.S. jeweler.

In April, Tiffany & Co. released four 15-second videos, each dedicated to an emotion that consumers can find within themselves and the world while sporting new products from the jewelry collection. The vignettes are inviting and exciting, aiming to inspire relatable and inspiring feelings in consumers ([see story](#)).

Several other jewelry brands are continuing to release thoughtful campaigns that reflect love and human relationships.

Last month, Italian jeweler Bulgari released "A Mother's Legacy," a short film campaign featuring two famous mother-daughter duos. The two vignettes, although shot in disparate settings and exploring different themes within the respective relationships, both illustrate the genuine love and respect the mothers and daughters hold for each other, as the pairs are adorned with Bulgari jewelry ([see story](#)).

Emotional campaigns may help consumers to associate positive feelings with a brand's product, giving something meaningful to all involved.

"We frequent brands that we have built strong emotional connections with and when we wear the items purchased from those brands, the story continues past that purchase to embrace what occurred when wearing what was purchased," Ms. Strum said. "Sentimental value is then associated with those items and increases their personal value."