

JEWELRY

Tiffany & Co. breaks all its own rules in lively new film

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At this Tiffany & Co. dinner party, there are no rules. Image credit: Tiffany & Co.

By KATIE TAMOLA

LVMH's Tiffany & Co. is breaking all the rules in a fun new effort that offers a fresh take on table manners ahead of the holiday season.

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The short film begins with a young woman attempting to teach her fellow dinner party guests "proper" Tiffany table etiquette for teenagers, although none of the participants actually fall in that age group. What follows is an ode to breaking the rules and following one's own conventions as the dinner party evolves from a stuffy affair into a free space for expression while showcasing Tiffany jewels.

"Maybe Tiffany is trying to say have fun and look good doing it," said Jamie Hobbs, founder/CEO of [The Savvy PR Chick](#).

"You can't control people or what happens at a dinner party, but you can control your attitude and how you look," she said. "And Tiffany is here to make you look good and feel good no matter what adverse outcomes you face."

Out with the old, in with the new

The latest short film from the jeweler immediately sets a humorous tone as it appeals to younger consumers.

Entitled "A New Take on Tiffany's Table Manners for Teenagers," the video opens with a young woman putting together the finishing touches on her outfit, jewelry and makeup, whispering "You got this" to herself in the mirror.

Posture and proper etiquette are quickly not prioritized in a new Tiffany campaign

It would appear the dinner host does not, in fact, have this, as the group of dinner party participants is not receptive to the etiquette tips she shares upon entering the room.

The hostess holds up the actual book "[Tiffany's Table Manners for Teenagers](#)," a guidebook on dinner party etiquette for young people, penned in 1989 by former Tiffany's chairman Walter Hoving. She then goes around enforcing some of the tips.

"Sit erect, don't slouch, page 90," she says after pushing a man's seat in so that he is forced to sit up straight.

She tries to promote other proper etiquette tips, including a no phone at the dinner table rule, bowl-passing practices and more. Things quickly devolve, however, as the party takes matters into their own hands, drinking and socializing jovially and freely, spilling wine, eating food and laughing all while wearing Tiffany & Co. pieces.

Rule #75: When unsure which fork to use, throw caution to the wind and take your food airborne. After all, a dinner party should be festive. [#TiffanyNoRules](#)

[-#TiffanyTableManners](#) [#ATiffanyHoliday](#) [#TiffanyAndCo](#)

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The film ends with the hostess joining in the drinking and dancing, with one of the participants reading Mr. Hoving's original book on table manners while floating throughout the room, seemingly breaking almost every rule.

With this latest campaign, Tiffany is poking fun at itself and the stricter codes of the jeweler's past while celebrating an entrance into a new era that encourages freedom of self-expression.

"For Tiffany, this is a very unique campaign and is a bold new direction it is effective in that it is different from Tiffany's other campaigns and makes you take a second look and really pay attention," said Donnie Pacheco, founder of Donnie P. Consulting.

"It appeals to, and features, a younger demographic and has them acting in what would traditionally be thought to be non-Tiffany fashion."

Reaching younger demographics

Since LVMH acquired Tiffany & Co. at the beginning of this year, the jeweler has worked on expanding its audience to reach younger consumers to enjoy its products alongside those who have loved the brands for decades.

Earlier this month, the jeweler took to social media to confirm its exciting collaboration with renowned New York-based lifestyle brand Supreme.

Announcements of the partnership were released on both brands' Instagram accounts, including Supreme's release of a film of brand representative Sean Pablo wearing a necklace from the partnership. The collection, headed by the heart tag pendant featuring the Supreme logo, launched on Nov. 11 at Supreme stores ([see story](#)).

In October, Tiffany & Co. also released a campaign starring new brand ambassador and American model, Hailey Bieber.

In a series of photos and short films, Ms. Bieber fashions several items including rings, pendants and more. The model is the latest ambassador to star in a campaign as part of the jeweler's youthful push, centering popular entertainers in hoping to reach more consumers ([see story](#)).

Tiffany's latest short film is its clearest appeal to younger consumers yet.

"This campaign reflects the new ethos Tiffany is trying to cultivate post-LVMH acquisition," Mr. Pacheco said.

"The video is outside of what one would expect from Tiffany and skews much younger than other campaigns, beyond a spokesperson that has a base across different generations," he said. "Not only does it simply feature younger people, it has them behaving in unexpected ways but is still aspirational."