

RETAIL

Luxury celebrates love, family with Mother's Day tributes

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Tiffany & Co. launched the #LoveYourMothers campaign in April. Image credit: Tiffany & Co.

By NORA HOWE

While it is hard to believe that Mother's Day is this weekend, the luxury industry has been fueling excitement over the last few weeks for the celebration of motherhood.

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According to the National Retail Federation (NRF), Mother's Day spending is expected to reach \$31.7 billion this year, up \$3.6 billion from last year's record high. Through gift guides and curated experiences to sentimental campaigns, brands like Tiffany & Co., Bulgari, Alexander McQueen, Tod's and more have tapped into the power of parenthood and the bond between mothers and their children.

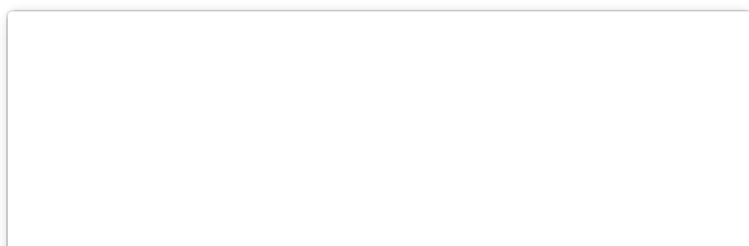
"Consumers are eager to find memorable ways to honor their mothers and other important women in their lives and are willing to spend a little extra on this sentimental holiday," said Matthew Shay, president and CEO of the **NRF**, in a statement.

Meaningful gifting

Jewelry purchases and special outings such as dinner or brunch are driving this year's spending increases, and consumers are expected to spend a record average of \$245.76, according to the NRF.

LVMH's Tiffany & Co. launched the #LoveYourMothers campaign in mid-April, which featured real mothers with their children sporting various pieces from Tiffany's collection.

Each mother was asked to define motherhood by their experience, and while each answer varied slightly, all rested on the theme of unconditional, selfless love.



[View this post on Instagram](#)

A post shared by Tiffany & Co. (@tiffanyandco)

Tiffany's honors multiple generations of motherhood through #LoveYourMothers

To celebrate the unique bond between mothers and daughters, Italian jeweler Bulgari and Hearst-owned publication *Harper's Bazaar* offered an intimate glance into the special relationship between American actress Julianne Moore and her daughter Liv Freundlich.

Styled in pieces from Bulgari's Bzero1 collection, the two revealed how they inspire, motivate and empower each other to be the best versions of themselves.

In addition to the campaign, the jewelry house published a specially curated Mother's Day edit, providing consumers inspiration to celebrate the women in their lives. On May 7, the day before Mother's Day, Bulgari will donate 10 percent of all sales to nonprofit organization Save the Children's emergency fund.

Similarly, Bulgari's 2021 Mother's Day campaign featured Melanie Griffith with her daughter, Stella Banderas, and Vanessa Bryant with her daughter, Natalia Bryant ([see story](#)).

U.S. jeweler David Yurman is leaning into ecommerce this Mother's Day with gifting platform GiftNow in an attempt to make it easier for consumers to digital gift a piece of jewelry or gift card via email or text. The service may be ideal for those last-minute shoppers.

"We want to give our customers every opportunity to find the perfect gift in-store or online, whether for a special occasion like Mother's Day, the holiday season, birthdays or just because," said Lee Tucker, head of merchandising, marketing and creative operations at David Yurman, in a statement.

"GiftNow provides the flexibility for our customers to send a gift right up to or even on Mother's Day."

Fashion labels are also joining jewelers in their Mother's Day pushes.

Italian fashion house Salvatore Ferragamo published its Mother's Day gift guide, which includes handbags, scarves, accessories and fragrance, ranging from \$97 to \$19,000.

Additionally, the brand offered complimentary express shipping on order placed by noon on May 4.

Adorned with the elegant [#Bzero1](#) jewelry collection, actress Julianne Moore & her daughter Liv Freundlich prepare for a [#MothersDay](#) filled with love. <https://t.co/e56qBLUY6R> [#Bulgari](#) [#BulgariJewelry](#) [#MoreThanAGift](#) [#StarsInBulgari](#) pic.twitter.com/GFEnz28hdP

Bulgari (@Bulgariofficial) [April 29, 2022](#)

In anticipation of both parental holidays in the coming months, Britain's Alexander McQueen published a joint Mother's Day and Father's Day gift guide to help lead consumers down the right path when it comes to celebrating

their parents. The guides range from \$200 to \$2,890.

Chanel released a lighthearted campaign viewing its products through the eyes of children

Italian fashion brand Tod's made fashion a family affair in an idyllic campaign.

The short film follows Italian influencer and entrepreneur Chiara Ferragni as she converses and enjoys life with her mother and sisters. Each family member also fashions the iconic Gommino shoe, a chic and physical symbol that represents the enjoyment shared as well as their familial bond ([see story](#)).

Experiential celebrations

According to the NRF, a considerable increase in shoppers are seeking out experiential Mother's Day gifts, such as events, hospitality stays or dining experiences.

Boutique luxury resort Hotel Joaquin, located in Laguna Beach, California, is encouraging affluents to give the gift of relaxation by booking a stay at the Pacific coast property for their mothers this year. Guests may spend their days by the pool or in the sand, and are being offered complimentary yoga and breakfast in bed.

For new mothers who may be celebrating their first Mother's Day this year, they could head to postnatal care center, Boram, which is set to open this weekend at the Langham Hotel New York. Modeled after Korean postnatal care retreats, Boram was brought to life by Boram Nam and Suk Park following a difficult 2-year recovery from a C-section in 2014.

The center features 16 luxury rooms for families and their children, along with a baby room and a mother's lounge. Supervised by a team of nurses, Boram offers lessons in swaddling, bathing and changing diapers while also offering physical therapy, mental health services and more.

Stays begin at \$1,500 per night and can span three, five or seven days.

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