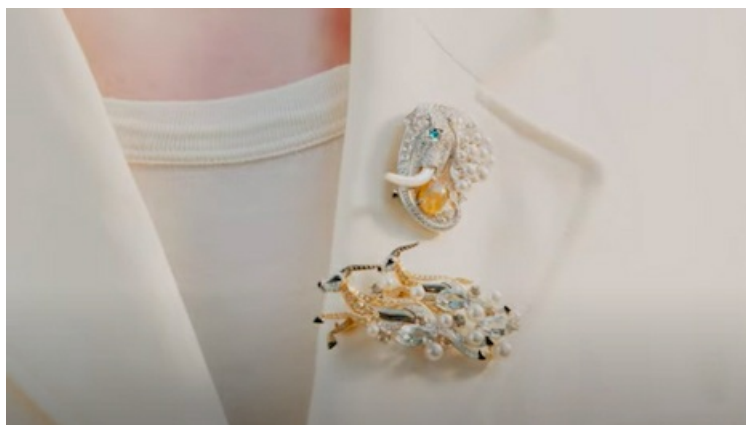


JEWELRY

Mikimoto channels the inner animal with new collection

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Brooches featured in the new Wild and Wonderful collection. Image credit: Mikimoto

By KATIE TAMOLA

Japanese pearl jewelry brand **Mikimoto** is showcasing the vast beauty of animals in its new high jewelry collection.

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A new campaign cinematically captures the new Wild and Wonderful collection, including necklaces and brooches. Mikimoto has reimagined several disparate animals as jewelry while highlighting the verdant and stunning environments in nature which comprises their different homes around the world.

"The spot puts the models and jewelry in front of backgrounds that would reflect the natural habitat of each animal or set of animals," said Donnie Pacheco, founder of Donnie P. Consulting, Seattle. "It shows the full breadth of the assortment, something which other campaigns do not do."

Into the wild

The campaign film for Mikimoto's new offerings opens with the title of the collection in text overlay and brooches featured in the series before the shot cuts to an expansive land with verdant trees.

The vignette is laden with an emphasis on nature and animals, as the collection aims to commend wild animals across five continents, spotlighting the areas of Africa, America, Australia, Eurasia and Antarctica.

Consumers are welcomed into the wild with Mikimoto's new collection

The video aims to illustrate the natural settings of each area, in which beloved animals live, including African savannas, expansive and verdant Eurasian landscapes, among others.

Some pieces from the collection are emphasized, including a zebra-themed necklace, worn by a model who is introduced after an actual zebra. The piece is meant to embody elegance, highlighting black South Sea pearls.

Other offerings highlighted include an elephant brooch, adorned in opals and mother of pearl; a frog broach with sparkling red eyes featuring 18-karat pink gold and onyx; and a broach depicting a koala sitting on a eucalyptus tree.

Other animals featured in the collection include gazelles, turtles and flamingos.



Penguins playing, immortalized in jewels. Image credit: Mikimoto

The sea is not at all neglected, as the end of the campaign also spotlights a crabeater seal jubilantly enjoying its existence in the ocean, with water made of diamonds and pearls, and another brooch depicting penguins jumping into the sea, made of delicate diamonds.

From start to finish, the short film garners excitement for the new collection, while staying true to its main goal of celebrating the world's natural wonders: animals, their spirits and their surroundings.

Animal instinct

Mikimoto is not the first jewelry brand to draw prominent inspiration from wildlife and nature. The brand is also not the first to channel the wild.

In May, French jeweler Cartier shared the stories of the unexpected through a series of stop-motion short films featuring the Indomptables de Cartier collection.

Inspired by the fables of Jean de la Fontaine, the charming series, named "Wild Wild Tales," humorously explained the unforeseen encounters between a tiger, zebra, giraffe and crocodile. The brand's striking Indomptables collection was inspired by the jewelry, with bracelets, necklaces and watches featuring two contrasting animals from the Cartier ecosystem ([see story](#)).

Mikimoto does set itself apart, however, with its pearl specialty and expansive, thoughtful collections.

In 2016, the brand ran the digital campaign, "Explore the Original," which showed that pearls can pair with more than conservative attire, profiling three women who have an edge. Mikimoto has been working to change the perceived stuffiness of pearls, whether bringing them into women's everyday wardrobes or highlighting their appeal to the modern woman ([see story](#)).

The Wild and Wonderful collection continues Mikimoto's commitment to reimagining pearls and helping consumers make them a staple in their luxury jewelry selections.

"The campaign reflects Mikimoto ethos by having a deep breadth of assortment and committing to a collection vs. simply designing a piece or two and calling it a collection," Mr. Pacheco said. "Many brands will build a collection' around a handful of pieces and this spot shows the commitment and execution of a full collection and campaign.

"It is a smart approach given the whimsical nature of the collection and how almost everyone has a favorite animal or one that they feel a connection toward."