

TRAVEL AND HOSPITALITY

Scarlet Johansson, Henry Golding and New York's Carlyle hotel star in David Yurman holiday campaign

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The campaign for David Yurman's art deco-inspired Carlyle collection stars U.S. actor Scarlet Johansson as the face of the brand. Image credit: David Yurman

By LUXURY DAILY NEWS SERVICE

U.S. jeweler David Yurman unveiled its holiday 2022 campaign this week with a new collection inspired by New York's iconic Carlyle hotel.

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The collection, named Carlyle, is the star of the campaign alongside actors Scarlet Johansson and Henry Golding.

"The Carlyle hotel from its art deco architecture to its past and current patronage is interwoven with the worlds of art, music and performance," said founder David Yurman in a statement.

"We wanted this collection to evoke an age when flappers were dancing to jazz riffs, and everything felt like a grand adventure," he said.

The Carlyle is one of the stateliest hotels in New York and a glamorous fixture on the Upper East Side, attracting royalty and celebrities as guests.

Sparkling stars

The jewelry in the *Carlyle* collection features art deco-inspired geometric motifs, interlocking links and full-cut diamond accents.

For the campaign, Ms. Johansson and Mr. Golding wear the collection in the hotel's famed Bemelmans Bar, celebrating the magic of New York during the holidays.

The various characters of the bar's murals, illustrated by Ludwig Bemelmans in 1947, will also make an appearance.

The brand also partnered with the Carlyle's artist-in-residence, Clym Evernden, to create bespoke illustrations of **David Yurman** designs in other iconic New York settings.

Store window displays at David Yurman's 57th Street flagship and SoHo stores will feature snowy city streets and

night scenes in watercolors and paper cutouts with crystalline icy accents. Video screens will show animations of Bemelmans illustrations of ice-skaters in Central Park.

The brand will also sell a \$20 rubber bracelet and donating 100 percent of the proceeds to its Unity Fund, created in partnership with the Robin Hood Foundation, a nonprofit fighting poverty in New York.

The new campaign for the Carlyle collection comes on the heels of David Yurman's sponsorship of the renovation of key sculptures at Paris' Louvre museum soon after opening its first international flagship store in the city as part of a global expansion.

The New York-based brand will pay for the restoration of four sculptures in the Jardin des Tuileries' Grand Basin by Ramey, Foyatier, Debay and Leboeuf. Luxury brands often sponsor preservation of cultural icons, benefiting from the halo effect of giving back to communities in which they retail ([see story](#)).

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