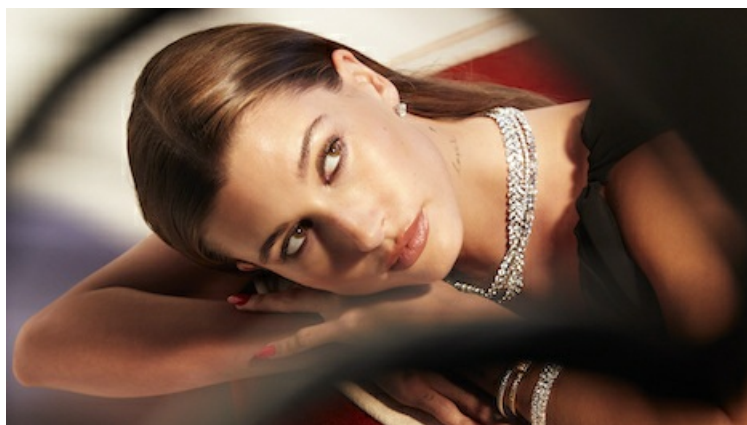


JEWELRY

Tiffany & Co., Hailey Bieber host holiday the Warhol way

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Inspired by NYC's "The Factory," Tiffany's multichannel tribute takes to video for a soiree shot on Super8 film. Image courtesy of Tiffany & Co.

By AMIRAH KEATON

U.S. jeweler Tiffany & Co. is throwing the ultimate soiree for the holiday, taking inspiration from a figure who lived for festivities.

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The brand's end-of-year effort includes digital storytelling, immersive in-store installations and an exclusive holiday capsule comprised of home essentials tableware, tree ornaments and playing cards are among the bunch. Tiffany Blue Boxes and artist Andy Warhol's creations center this story.

"Tiffany has made big investments in well-orchestrated marketing approaches from advertising with Beyoncé to lighting up Niagara Falls to reignite brand momentum, especially among younger consumers," said Mario Ortelli, managing partner at **Ortelli & Co.**, London.

"A Very, Very Tiffany Holiday"

Launched Nov. 2, the Tiffany & Co. x Andy Warhol limited-edition collection marks the start of the jeweler's holiday season.



Hand-painted glass ornaments, bone china plates, and lively holiday cards strengthen the assortment. Image credit: Tiffany & Co.

Tiffany & Co. has an extensive holiday history of collaboration with him. Sitting amid its multi-centennial history is a Christmas card series commission for the artist's work, from 1957 through 1962.

Now, for the first time in a long time, the brand reaches into its archives, reviving the lot to bring a little joie de vivre to 2022.

A lifestyle capsule houses a set of playing cards with Mr. Warhol's design on its face, alongside a set of 6 ring dishes that bear his illustrations.

An advent calendar, containing all items collectively, seals the deal.

"This holiday season, we wanted to celebrate Andy Warhol and uplift his connection to Tiffany & Co. by taking inspiration from the iconic greeting cards that he created for our clients in the '50s and 60s," said Alexandre Arnault, executive vice president of product and communication at Tiffany & Co., in a statement.



A symbol of craftsmanship, the 4-foot structure evokes stacked Tiffany boxes and boasts over 50 hours of construction each, made with sustainable wood. Image credit: Tiffany & Co.

Editions of his work that are not simply screen print reproductions are rare. Thus, opting for his handwork here heightens the novelty of Tiffany & Co.'s execution.

"In addition to celebrating the timeless creations of Tiffany & Co. and Andy Warhol, this unique collaboration will generously support the Warhol Foundation's endowment from which it has distributed over \$275M in cash grants to visual arts organizations," said Michael Dayton Hermann of the Warhol Foundation, in a statement.

"The Foundation is delighted to draw attention to the enduring power of art with Tiffany & Co. during this Warholiday' season."

Separately, to showcase its jewel-related offerings, Tiffany teams up with Italian American director Mario Sorrenti and Swiss photographer Raymond Meier, who add Ms. Bieber's likeness to the occasion.

Set in New York City, Ms. Bieber exerts an effortless effervescence as the host of a fabulous holiday affair.

Hailey Bieber, holiday and beyond

Captured on Super-8 film, the video emotes a classic-yet-contemporary spirit, as disco balls, decadent diamond designs and a modern groove ground the referential campaign in the now.

Ms. Bieber twirls in the light of Mr. Warhol's drawings, projected onto a wall in one shot.

In another, she blows air kisses at party guests before passing out Tiffany Blue-boxed gifts.

"The campaign video brings these elements together by paying homage to our longstanding relationship with one of the world's most celebrated artists," said Mr. Arnault, in a statement.

Close product shots are interspersed throughout.

"[Tiffany's] campaign combines a celebrity with a great following among younger consumers with an American icon like Warhol, who is relevant for consumers of any age group a good way to gain interest from a broader public in which each consumer group can focus on the aspect of the campaign closer to his preferences," Mr. Ortelli said.

Tiffany & Co. unveiled its first campaign fronted by model Hailey Bieber in June of this year, to kick off this more youthful direction ([see story](#)). The model's first advertising gig for the house since becoming a global brand ambassador for the jeweler last October ([see story](#)) was shot on location in Los Angeles for the graphic T Collection.

"[The Tiffany & Co. x Andy Warhol campaign starring Hailey Bieber] is quite distinctive," Mr. Ortelli said.

"I would not be surprised if the brand launches additional marketing initiatives for the holiday season."

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