

JEWELRY

John Hardy unveils 'Craft as Ritual' campaign to reinforce craftsmanship, green creds

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U.S. jeweler John Hardy's 'Craft as Ritual' campaign is designed to reinforce its craftsmanship and green credentials. Image credit: John Hardy

By LUXURY DAILY NEWS SERVICE

Artisanal jewelry brand John Hardy has debuted a new effort called "Craft as Ritual" as it seeks to reinforce its credentials with loyal customers and attract new prospects.

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The multimedia marketing campaign highlights the influence that John Hardy draws from Balinese traditional practices, as well as its dedication to handcrafting and sustainability. **Standard Black**, a full-service creative agency, devised the campaign.

Bali is a resort location in Thailand, known for its beaches and food.

Local shine

Per the jeweler, the campaign is designed to attract a young audience for whom craftsmanship and eco-friendliness are of particular importance, while maintaining its dedicated clientele.

John Hardy's premium jewelry is made by local Balinese, employing Balinese methods passed down through generations, and using 100 percent reclaimed silver and gold.

Examples can be seen in the intricately patterned silver and gold chains displayed on the men and women in a series of videos released as part of the campaign.

John Hardy believes these elements of tradition and immersion in local culture helps it stand out from its peers.

The **videos**, available in seven-, 15- and 30-second increments, borrow from the look of retro portrait photography and feature the recurring theme of the Balinese icon: the marigold flower.

The campaign debuted in print, in none other than the September issue of *Vogue*. It also appeared in *Vogue*-related media channels such as the "Vogue Forces of Fashion" event, which John Hardy sponsored in partnership with Cond Nast.

The commercial spots ran through the end of October on various channels including The History Channel, DirectTV NOW.

Out-of-home spots included wild postings in Manhattan's SoHo district and Williamsburg in Brooklyn, Teterboro Airport in New Jersey and the Intercontinental Airport at Houston.

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