

JEWELRY

## David Yurman adds new brand ambassador to lineup in Nature's Artistry'

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*Shawn Mendes is David Yurman's newest brand ambassador, the news being relayed via a nature-centric campaign. Image courtesy of David Yurman*

By EMILY IRIS DEGN

U.S. jeweler David Yurman's latest campaign comes with a revelation Shawn Mendes is to join the brand as an ambassador.

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The campaign visuals feature the singer and songwriter playing the guitar and enjoying the coastal sunlight by the sea, highlighting both the talents of Mr. Mendes and the beauty of the natural world. This year he is to work alongside Tony-winning and Academy Award-nominated actor Scarlett Johansson a veteran David Yurman ambassador.

Earth and art

David Yurman's spring 2023 campaign is filled with a reverence towards nature.

Bathed in sunlight, Mr. Mendes and Ms. Johansson move meditatively through nature in their respective campaign films. The jewelry from the campaign itself is all deeply inspired by nature, featuring patterns and stones found in the Earth.

*David Yurman Spring 2023 Campaign with Shawn Mendes*

"As a brand founded by artists with a longstanding devotion to the arts, the new campaign captures the essence of David Yurman," said Evan Yurman, president and chief creative officer of David Yurman, in a statement.

"When [conceptualizing] 'Nature's Artistry,' we knew it would be essential to bring in talent who [is] inspired by the world around us, and let their creative instincts guide them in everything they do," Mr. Yurman said. "Both Scarlett and Shawn are consummate artists with an effortless and welcoming presence; qualities that shine through in the campaign and are enhanced by the natural and peaceful environments they are seen in."

Showcasing the Curb Chain pieces, fluidity is at the center of Mr. Mendes' campaign slot. His hair flaked in gold, Mr. Mendes wears the brand's jewelry pieces, standing against a backdrop of glittering waves.



*The fluid design and gendering of the jewelry is highlighted by Mr. Mendes' performance in the campaign. Image credit: David Yuman*

The Curb Chain necklaces and bracelets move with the body like bejeweled water, highlighting both the nature of the element showcased in the shots and the gender-neutral attitude of jewelry the latter point further driven home by the choice of naming a male ambassador for a jewelry campaign.

Just as nature is devoid of human-invented gender stereotypes, the pieces seem to transcend gender altogether. Both Ms. Johansson and Mr. Mendes wear chain links, twisted metal and sparkling jewels.

Nature seems to be framed as the stage for this campaign, suiting the transcendental approach to the gendered experience.

Both artists perform, placing their art in the middle of nature. Ms. Johansson offers intimate encounters with emotions in a nod to her skills as an actor, amidst wild rye and lush blankets of grass.



*Ms. Johansson continues in her ambassadorship with David Yuman, bringing a level of emotional depth to the campaign. Image courtesy of David Yuman*

Mr. Mendes contemplates on oceanic cliffs, as foaming waves froth around him. In his other film, he plays guitar to the sounds of those waves under the warm sunlight.

"I'm so excited to be working with such an amazing brand like David Yuman and to be a part of a campaign celebrating nature and creativity," said Mr. Mendes in a statement.

#### Tapping the Earth

David Yurman's positioning of the Earth in artistic narratives adds a level of contemplation to the brand's image.

This spirit was also embraced by Japanese jeweler Mikimoto in the "Love Letter to the Sea" campaign from the brand ([see story](#)). Mikimoto centered an interconnected look at humanity's relationship to the sea, celebrating the pearls and ocean heritage of the company.

Italian fashion label Missoni is another brand that is turning to ethereal visuals and natural landscapes in visual language. The label recently showcased nature-inspired prints and fabrics in a land-centric campaign ([see story](#)).



*The natural world is shown as a home to artists in the campaign, highlighting the beautiful inspiration found there. Image credit: David Yurman*

Humans' relationship to the earth is an evolving one, but on a historical and biological level, humankind is innately linked to the planet. Relating this to the creation of art infuses a unifying level of gratitude, reminding people of their inherited place in the world.

David Yurman is not the first to take on this approach to story-telling, the notes of fluidity and ambassador choice add a depth that not all campaigns feature, making it more true to the human-to-land relational experience.

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