

JEWELRY

New Tiffany & Co. campaign features fresh house faces in timeless collections

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The "Tiffany T" and "Tiffany HardWear" collections take center stage in a new marketing initiative. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is tapping top global talents to help platform personal style and expression.

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Actresses Zo Kravitz and Gal Gadot take center stage alongside entertainer Park Ji-min of K-Pop group BTS, more commonly known as Jimin, for the "This is Tiffany" campaign. Now live, a series of portraits see the newly-appointed ambassadors donning the brand's mainstays.

"Our 'This Is Tiffany' campaign is an authentic homage to individual style," said Alexandre Arnault, executive vice president of product and communication at **Tiffany & Co.**, in a statement.

"We may make the jewelry but it's house ambassadors like Zo, Jimin of BTS and Gal who give meaning to the collections and make our pieces all their own."

Tiffany triptych

Recruiting a set of in-demand talents to promote the popular pieces, the project speaks to the luxury label's product priorities of late.

Featured throughout are the "Tiffany T" and "Tiffany HardWear" lines. While both jewelry lines infuse pav diamonds, hand-polished finishes and sleek silhouettes, each differs in offering an origin story as unique as its wearer.

Designs for the former collection draw on the house's timeless logo. The latter assortment, which hit the market in 2017, is inspired by the architectural influences of the brand's home of New York City.

House ambassador **#ZoKravitz** personifies the edgy elegance of the Tiffany HardWear collection, proving that Tiffany jewelry is all about how you wear it. Discover more:

<https://t.co/rTKHFSejwk> **#ThisIsTiffany** **#TiffanyHardWear** **#TiffanyAndCo**
pic.twitter.com/WIJOwn5tFH

Tiffany & Co. (@TiffanyAndCo) **April 10, 2023**

An announcement complements the marketing round according to the brand, and befitting as far as industry trends are concerned ([see story](#)), a timepiece arriving this year will soon round out the collection.

Tiffany & Co.'s upcoming innovation, the HardWear watch, features a cushion-shaped case and faceted sapphire top glass favoring a full-cut diamond. In a nod to the company's rich history, a custom-locking mechanism directly secures the bracelet with diamond accents.

Framing the existing lines and upcoming drops is a star-studded cast of icons who evoke values of individuality, joy and optimism.

[View this post on Instagram](#)

A post shared by Tiffany & Co. (@tiffanyandco)

Ms. Kravitz, Ms. Gadot and Mr. Ji-min are each the subject of intimate shots and videos comprising the "This is Tiffany" campaign which, at its core, offers a study in individual style.

Debuted globally on April 10, the 2023 "This Is Tiffany" campaign is on view at Tiffany & Co. stores and on [tiffany.com](https://www.tiffany.com).

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