

JEWELRY

# David Yurman forges ahead with jewelry first

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*Exclusively available by appointment in select retail stores, The Vault collection is out now. Image courtesy of David Yurman/Tyler Mitchell*

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By EMILY IRIS DEGN

U.S. jeweler David Yurman is marking a major milestone with its latest release.

The brand's new collection, The Vault, is its first-ever men's high jewelry line. Adding hype to the drop is American actor and producer Michael B. Jordan, who is now a David Yurman ambassador and the face of the 2024 campaign.

"David Yurman's emphasis on inclusivity is crucial for securing loyalty and driving profitability," said Marilisa Barbieri, luxury brand expert and business consultant at [Luxury-Infused Consulting Inc.](#), New York.

"The brand has successfully tapped into a previously underserved market, meeting the growing demand for men's high-end jewelry," she said. "This inclusivity fosters a stronger emotional connection with consumers, potentially leading to increased brand loyalty and sustained financial success."

Ms. Barbieri is not affiliated with David Yurman, but agreed to comment as an industry expert.

## **Men's gems**

Exclusively available by appointment in select David Yurman retail stores, The Vault collection is out now.

Consisting of 30 pieces, the selection is said to enforce the brand's standing in the world of men's jewelry. The necklaces, rings, cufflinks and bracelets take design cues from architecture, nature and mythology.

These creations are brought to life in images captured by American photographer Tyler Mitchell.



*Mr. Jordan is captured in portraits wearing the collection. Image courtesy of David Yurman/Lewis Merritt*

The creative talent is an extremely popular pick for luxury houses and is often tapped for highly artistic ([see story](#)) and emotional ([see story](#)) campaigns. His work is also known to have a sense of playfulness ([see story](#)).

These characteristics seem to be honored in The Vault's visuals. With the help of American stylist Jason Bolden, stills and a short film come together to showcase the individual products and the collective tale they tell of "architectural design through creativity."

Featuring pav-diamond-set oval links, geometric shapes and sparkling stones, the collection is informed by techniques from jewelry craftsmanship and high watchmaking. Bespoke cuts, illusion settings and gemstones that were hand-picked for their rarity comprise the compositions.

Artisanship, in general, played a large role in the development, as president Evan Yurman sees the line as a "natural progression of his continuous passion for the highest form of his craft," per statements from the brand.



*The pieces draw upon a decade of technique development on the part of Mr. Yurman and crafting teams. Image courtesy of David Yurman/Lewis Merritt*

The Spring 2024 campaign can be spotted on [DavidYurman.com](https://www.davidyurman.com) and on the company's global social media channels. It will feature the selection and additional collections throughout the year.

"This campaign's strong branding move lies in recognizing the evolving landscape of luxury and the diversification of its customer base," Ms. Barbieri said.

"The brand showcases its commitment to adapting to changing preferences, signifying a departure from traditional norms in the luxury industry."

### **Bending gender**

Boldness and movement are two themes at the center of the looks, with the Vault providing the wearer with statement pieces that have an air of effortlessness.

As the male-specific luxury jewelry market is fairly new, short of watches and cufflinks, these themes could work well for David Yurman. Though they include glittering gems and cuts similar to age-old women's jewelry offerings, this note of functionality could help male consumers ease into wearing more than just timepieces and other practical-use items.

"The rising popularity of men's jewelry can be attributed to changing societal norms and a growing emphasis on gender-neutral fashion," Ms. Barbieri said.

"Traditionally, men's accessories were limited to items like watches," she said. "However, as cultural perceptions evolve, there is now a greater acceptance and demand for a diverse range of jewelry for men.

"This shift mirrors a broader societal move towards inclusivity in luxury, recognizing that personal style and self-expression are not confined by traditional gender norms."

Existing primarily to adorn the body, The Vault is not useful in the way that horological products are. However, with the wearability emphasized by the brand, perhaps men will embrace this trending product category.



*Mr. Jordan, an action star, is pictured in intimate portraits donning sparkling jewelry. Image courtesy of David Yurman/Lewis Merritt*

Other luxury maisons are trying their hand at male jewelry lines as well. Most recently, French fashion house Louis Vuitton dropped Les Gastons ([see story](#)).

Though the pieces were much more tame than David Yurman's statement products, the campaign shared the nudge at functionality. Puzzles and problem-solving served as inspirations for the collection.

Brands such as U.S. jeweler Tiffany & Co. are instead attempting to secure the male audience by referencing traditionally masculine pastimes such as sports ([see story](#)).

Another approach has been to go gender-neutral ([see story](#)). Opting out of the battle to specifically reel in male audiences and alternatively casting a wider net, this is proving to be a highly popular road for many sectors in luxury.

From beauty ([see story](#)) to fashion ([see story](#)), prestige companies are beginning to participate more in the public's global discussion of gender performance and representation, either revealing un-gendered products or putting a feminine twist on masculine collections and vice versa.



*According to Mr. Jordan, the campaign's theme is to be one's own person. Image courtesy of David Yurman/Tyler Mitchell*

David Yurman seems to be doing the latter, but its inclusion of Mr. Jordan doubles down on the brand's intention to target the male demographic.

The actor is known for his roles in action films, traditionally more popular with men. From his portrayals in Marvel's *Black Panther* franchise to his depictions of boxers and super soldiers, Mr. Jordan is a staple in big-budget, high-octane Hollywood blockbusters.

With an Instagram following of 24.2 million, a figure much greater than David Yurman's 653,000, the star is likely to be more well-known to a large portion of shoppers, regardless of gender. However, between his reputation on screen and his primary fanbase, his wearing of glittering bracelets and bejeweled necklaces does say something specifically to male customers.

"The choice of Michael B. Jordan as the face of David Yurman's first-ever men's high jewelry campaign is strategic," Ms. Barbieri said.

"Jordan, known for his charisma and influential presence, embodies a modern and confident masculinity," she said. "His involvement adds authenticity and relatability to the campaign, making it more appealing to a broad audience.

"Inclusive luxury goes beyond the products: it also involves the representation and resonance of the brand with diverse consumer demographics."

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