

JEWELRY

Independent women drive David Yurman spring marketing

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New visuals highlight female independence and the jeweler's ties to the concept. Image credit: David Yurman/Tyler Lebon

By ZACH JAMES

U.S. jeweler David Yurman is enlisting two new brand ambassadors to showcase its latest selections for spring.

Chinese model Fei Fei Sun, and British model and actress Iris Law are the faces of the new Sculpted Cable and Modern Cable collections and their respective campaigns. Launched on Monday, March 4, the company hopes the talents' combined presence will help engage a young audience of consumers.

"When envisioning our campaigns, we always look to the arts for inspiration whether it be the creative instincts of our artisans, the brand's history rooted in art and sculpture, or talent that captivates us with their individuality," said Evan Yurman, president of David Yurman, in a statement.

"Iris and Fei Fei are unique and authentic in their work, inspiring their fans and followers through their passions, self-expression and beauty," Mr. Yurman said. "It's a pleasure to welcome them into the David Yurman family and to see our jewelry come to life through the creative lens of such talented individuals."

Individuality reigns

New visuals highlight female independence, a popular subject among luxury maisons, and the jeweler's ties to it.

French-American directorial duo Jalan and Jibril Durimel helm the dual campaigns, which were shot in the Los Angeles area. The twins highlight the new pieces through photos and videos of Ms. Sun and Ms. Law.

David Yurman presents Sculpted Cable

Shot by British photographer Tyler Lebon, the campaign captures the two models amongst the hills of Santa Monica.

Driving down several roads, David Yurman Sculpted Cable jewelry appears on their wrists, necks, ears and fingers. They pause at an intersection at one point, deciding if they should go forward with the intended roadway or down a new street.

They pick the latter.

The phrase "carve your own path" appears on the screen, seemingly egging on the pair. Now freed from their routine, the women appear happy and carefree, with guitar and a drum-heavy beat kicking in, in line with the tone.

Pieces within the Sculpted Cable line cover a vast range in price points, from \$250 for [Sculpted Cable Micro Huggie Hoop Earrings](#) in sterling silver, to \$49,000 for the [Sculpted Cable Necklace 18K White or Yellow Gold with Diamonds](#). The majority fall somewhere in the middle.



The maison will release dual seasonal campaigns this spring. Image credit: David Yurman/Tyler Lebon

The full collection is available now in-store and [online](#).

"I think it is important to be true to yourself and let your individuality shine through," Ms. Sun said, in a statement.

"Sculpted Cable is all about being independent and carving your own path, which is why I love wearing it and why I love working with David Yurman."

The Modern Cable campaign, while not yet public, will launch soon.

Ms. Law is said to be the sole star of Modern Cable, with visuals placing the talent at Bar Marmont, a luxury lounge in Los Angeles.

Having previously worked for Italian fashion brand Versace ([see story](#)) and British fashion house Burberry ([see story](#)), the actress and daughter of actors Jude Law and Sadie Frost is no stranger to the singular spotlight.

Carve your own path in Sculpted Cable. Starring Iris Law and Fei Fei Sun for David Yurman. [#DavidYurman](#)
[#DYSculptedCable](#)

Discover more at <https://t.co/ogdQtRahsx> pic.twitter.com/PMmIs8JHKk

David Yurman (@DavidYurman) [March 4, 2024](#)

"It's so exciting to be working with David Yurman," Ms. Law said, in a statement.

"It is uniquely timeless and modern, and I love that I can wear pieces of the collection together," she said. "Jewelry is an amazing way to express myself and my individuality, and it feels natural to work with a brand you already love and look up to."

Other initiatives spotlighting the Amulets & Elements, Stax + Crossover, Madison and Lexington product lines are coming later this year as well.

Influential faces

David Yurman has tapped known talent twice in the past several months.

The brand picked American social media star Sofia Richie Grainge as the face of its fall 2023 campaign ([see story](#)). Later, it chose American actor and producer Michael B. Jordan to front its first-ever men's high jewelry line ([see story](#)).



Other brands are taking a similar approach. Image credit: Bulgari

Eastern and Western talent is present on screen in nearly all luxury jewelry marketing endeavors as of late.

Asia Pacific and the United States dominate sales among most brands within the high-end space. David Yurman is no exception to this, and it shows in their talent roster.

This time, the brand is benefitting from the American and British familiarity of Ms. Law and China's affinity for Ms. Sun. The campaign duo could potentially make big waves in all three territories of focus for the house.

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