

JEWELRY

‘Kimono culture’ centers latest Mikimoto marketing effort

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Kimono jewelry has been a part of the company's output for more than 100 years. Image credit: Mikimoto

By ZACH JAMES

Japanese jeweler Mikimoto is uplifting cultural excellence in new advertising.

The “My Pearls, My Style” campaign focuses on the company’s cultured pearls, their history and their interplay with traditional garb. Starring Japanese actress Yuko Natori, a short film delves into the many fashionable uses of the brand’s high jewelry and the artisans behind them.

Ornamental push

“Kimono culture” is at the core of the new campaign.

Mikimoto began producing its cultured pearls in 1897, first applying them to the traditional Japanese garments as ornamentation. This practice has been sustained for more than a century since being introduced.

The promotion’s star adheres to the timeless style.

Mikimoto presents My Pearls, My Style

Shot in Kyoto, the campaign film places the actress in multiple locations. Within these diverse settings, she breaks down her personal affinity for the accessories.

“I make it a rule to wear my kimonos with Mikimoto jewelry for our annual photoshoot,” says Ms. Natori, in the video.

“Headpieces, rings and brooches these [pieces] perfectly match the special occasion,” she says. “Picking the pieces of jewelry is an uplifting moment, as you can truly enjoy the culture of the kimono.”

Ms. Natori also shines a light on the design and creation processes for both the apparel and the high jewelry.

Ms. Natori visits multiple workshops within the city, which was once the capital of the country. Putting looms and craftspeople in the limelight via close-ups, the imagery shows off the dedication required to forge the silk clothing that is distinctly tied to Japanese culture and fashion.



Cultural creations are spotlighted within. Image credit: Mikimoto

The remainder of the video is shot at the Nanzen-ji Temple, a Buddhist landmark in Kyoto. Standing now for nearly 800 years, the site furthers the campaign's appeal to longevity, heritage and traditionalism.

"The great flamboyance is the reflection of the culture unique to Kyoto stretching back to the ancient days of the imperial court," says Ms. Natori, in the video.

"When I wear a kimono with tones and patterns representing Japanese aesthetics and stand by the quiet temples and gardens, I can't help but feel the profound emotion from the atmosphere created by the changing seasons and lights," she says. "Kyoto, the city of 1,000 years, and its rich kimono culture have evolved harmoniously with history.

"I see the same spirit in Mikimoto of its timeless effort as an artisan of beauty."

Hair ornaments, brooches, rings, pendants and kimono sash clips make up the My Pearls, My Style selection, [available now](#).

Heritage appeal

Having been a figure in Japanese cinema and television since the 1970s, with over 100 credits to her name, Ms. Natori is a respected face for Mikimoto to choose for the campaign.



Traditional Japanese dress is uplifted by the presence of ornamental jewelry. Image credit: Mikimoto

Aged 66, her appointment follows a variety of marketing efforts centering on older audiences.

In recent months, Spanish fashion label Loewe enlisted 88-year-old British actress Maggie Smith to front its spring/summer 2024 collection ([see story](#)). Meanwhile, 61-year-old Malaysian actress Michelle Yeoh was named a brand ambassador for French fashion house Balenciaga ([see story](#)).

As traditional luxury consumers are among this demographic, catering to their interests and cultural touchstones could prove fruitful, allowing maisons to stand out as others instead engage with younger clientele.