

JEWELRY

DoDo reintroduces namesake with Nature of Icons'

April 21, 2025



Using the extinct dodo bird as a central metaphor, the brand's latest campaign stars Dutch model Mila van Eeten. Image credit: DoDo

By AMIRAH KEATON

Kering-owned jeweler DoDo is placing its mascot back in the spotlight.

The brand's latest campaign, The Nature of Icons, uses the extinct dodo bird as a central metaphor, pairing sustainability messaging with a refreshed marketing direction. Dutch model Mila van Eeten is shot by photographer Bibi Cornejo Borthwick for the effort, which calls attention to "the bond between humans and nature that has always defined DoDo's creations."

Chapter one

The first installment of the yearlong campaign coincides with Earth Month.

Directed by Danil Sumarna and styled by Giovanni Dario Laudicina, the visual narrative unfolds as a journey from quiet curiosity to animated companionship.

Ms. van Eeten is seen interacting with a lifesize representation of the dodo throughout stills that showcase the Italian luxury brand's signature charm bracelets and necklaces.

Kering unveils Dodo Jewel's The Nature of Icons' campaign.

A Journey of Connection, where the extinct dodo bird meets its new face, Mila Van Eeten. The campaign captures the bond between humans and nature marking a new chapter for the brand. [#DoDoJewels](#)
[#TheNatureOfIcons](#) pic.twitter.com/oinoPl22Qq

Kering (@KeringGroup) April 14, 2025

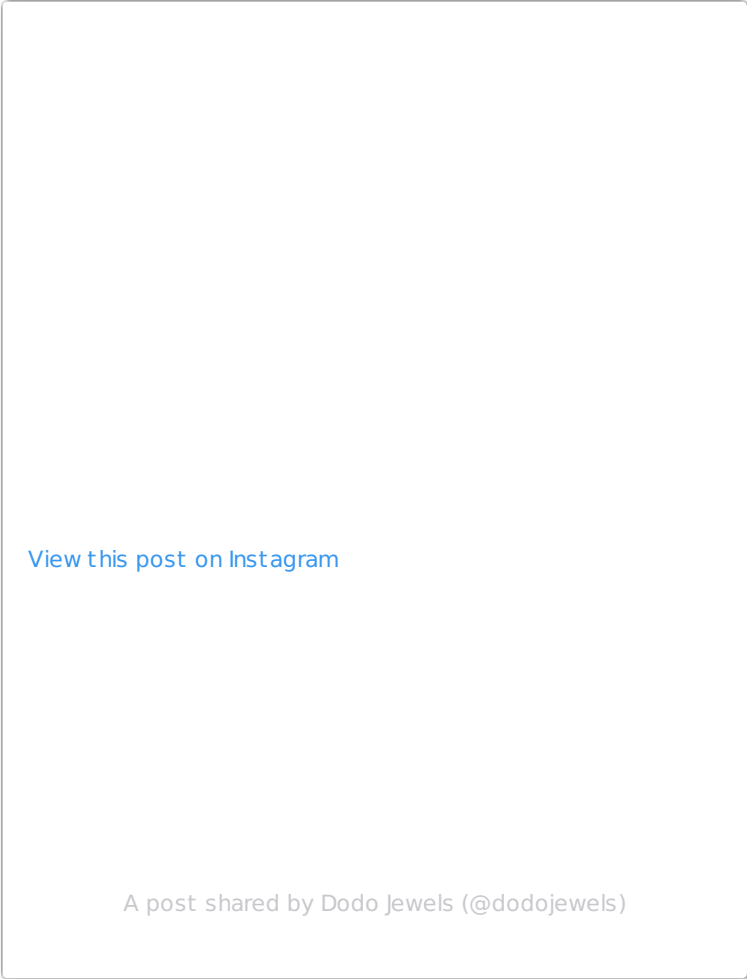
Set against simple backdrops and filmed in an unstaged style, the campaign suggests that harmony with the planet is not only possible but playful.

The Nature of Icons campaign is now live across digital channels and DoDo's owned platforms. Additional activations are expected to roll out later this year.

Future forward

Beneath its whimsical exterior, the campaign works to reinforce DoDo’s longstanding commitment to responsible practices, calling attention to its collections.

Founded in 1994, DoDo is known for its composable jewelry, inviting wearers to customize pieces using its charms and symbolic designs. To produce its accessories, the brand makes use of recycled gold and silver, responsibly mined precious stones and Fairmined-certified suppliers.



The company also has a long tradition of environmental advocacy, frequently partnering with NGOs and nonprofit organizations that protect biodiversity, additionally lending its resources to benefit events (see story) and groups that address other human rights issues (see story).

With The Nature of Icons, DoDo leans into storytelling that balances playfulness with purpose, using creative expression to highlight the ethical pillars behind its craft.