

WATCHES AND JEWELRY

# Tiffany & Co. showcases maternal strength for Mother's Day

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*The campaign stars the company's staffers and their kids. Image credit: Tiffany & Co.*

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By ZACH JAMES

U.S. jeweler Tiffany & Co. is taking a more personal approach to marketing its latest holiday selection.

For the brand's new Mother's Day campaign, titled "Strong Like Mom," the maison is showcasing the love between its employees and their children. The initiative draws upon the unique bond between a mother and her kin, comparing that unbreakable connection to that of the company's signature collections, as well as its historic dedication to moms across the globe.

## Familial ties

Strong Like Mom features a collection of unscripted moments captured between mothers and their children, aged five to 15.

Across stills and a short film, the maison is paying tribute to the powerful and devoted women who have brought life into the world. The one-minute and 17-second-long advertisement centers on kids speaking to the camera about what, in their young eyes, makes their respective moms strong.

*Tiffany & Co. presents Strong Like Mom*

The answers the children gave ranged from their mother making her child feel heard, to the mother being strong due to her position as a designer for the high-end jewelry brand. Younger respondents speak more about general parental actions, while the older, teenage participants focus on the mental and emotional care their mom provides at home.

The film ends with a series of old photographs of the employees with their own mothers as children; one of the staffers narrates over the nostalgic imagery, stating her newfound appreciation for the personal sacrifices her mom gave in order to provide her a better life and childhood.

Alongside the video, which has garnered more than one million views since its release, Tiffany & Co. released stills from the film's production, capturing children embracing their maternal figures and gifting them with pieces from the maison's catalog.



*In the advertisements, the employees wear items from the HardWear collection. Image credit: Tiffany & Co.*

To further celebrate Mother's Day, Tiffany & Co. has unveiled a specialized gift selection spanning more than 290 pieces from various collections and designers. The gift guide is available now on the jeweler's [website](#).

### **Timeless bonds**

The HardWear collection is spotlighted within the brand's Mother's Day campaign, continuing a years-long tradition.

The signature jewelry design has served as the centerpiece of the company's activations during the holidays for multiple years ([see story](#)), with past editions comparing the durability and beauty of the pieces to that of the women themselves. HardWear is also the focus of a recently-released star-studded campaign ([see story](#)).



*The company has celebrated mothers with various activations since 1837, predating the holiday. Image credit: Tiffany & Co.*

Metaphysical fortitude, much like the maternal strength Tiffany & Co. has spotlighted in recent years, is also the focus of other timed marketing initiatives.

U.S. retailer Saks has combined its advertising for the holiday on May 11 with its support of Mental Health Awareness Month. The combined campaign features American model and content creator Emily DiDonato, who is a mother as well, revealing tips on how women can make time for themselves while still caring for their dependents ([see story](#)).