

INTERNET

David Yurman pays homage to long-time photographer in collection video

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By JEN KING

Fine jewelry maker David Yurman shows off its fall collection through a video that pays homage to the photographer who has captured 12 years of advertising images and upholds the personalities of campaign models.

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Luxury Daily

The collection itself is a representation of each model's personality, but the video gives credit to photographer Peter Lindbergh for capturing the essence of David Yurman through the images. The video also is staying with the growing trend of brands showcasing the personalities of the models featured in ads.

"We love the emotion, movement and sensuality that film captures for the brand, it's another way for our audience to experience the product," said Billy Paretti, chief marketing officer of [David Yurman](#), New York.

"This season's Beauty in Contrast campaign personifies the relaxed American luxury that is the signature DNA of David Yurman," he said. "We set out to speak to our audience in a way that resonates with them personally, and the talent that we feature in this campaign truly embodies a diversity of distinct character and style.

"Kate Upton, Anais Mali, Dree Hemingway and Catrinel Marlon were chosen and uniquely

styled in the spirit of our customer.”

Behind the lense

The short video for David Yurman’s fall 2013 jewelry collection features a voice over narration by founder David Yurman.

The collection titled "Beauty in Contrast" is a celebration of style and spirit, per the label.

In the video, Mr. Yurman discusses his 12-year working partnership with Mr. Lindbergh.

Mr. Yurman explains to the viewer that Mr. Lindbergh’s images capture not only the beauty of the jewelry, but the essence and spirit of the model wearing the jewelry.



Video still of Dree Hemingway for David Yurman

Throughout the video the viewer is shown video footage of Mr. Lindbergh’s shoot with the four models featured in the fall 2013 campaign. Their different personalities are shown in their movements and facial expressions, although they do not speak.

Shot on black and white film, the campaign features models Kate Upton, Dree Hemingway, Anais Mali and Catrinel Marlon.

Although the collection is considered to be one line, it is separated into four sub-line categories that represent each of the model’s personalities.

Ms. Upton represents the Modern Classic line, while Ms. Hemingway is the face of Confident Cool. Ms. Mali exudes the image of the Easy Elegance line and Ms. Marlon emanates the style of the Natural Glamour line.

Embedded Video: [//www.youtube.com/embed/RE4QQNUgjLo](http://www.youtube.com/embed/RE4QQNUgjLo)

Beauty in Contrast video

The Beauty in Contrast collection includes an assortment of rings, earrings, necklaces, timepieces and bracelets.

Materials used include diamonds, gemstones and precious metals.



David Yurman Web site

Select pieces from the collection are unavailable for purchase via ecommerce, while others range in price from \$205 to \$25,000 and can be bought through the Web site.

David Yurman's Web site features stills from the shoot with Mr. Lindbergh.

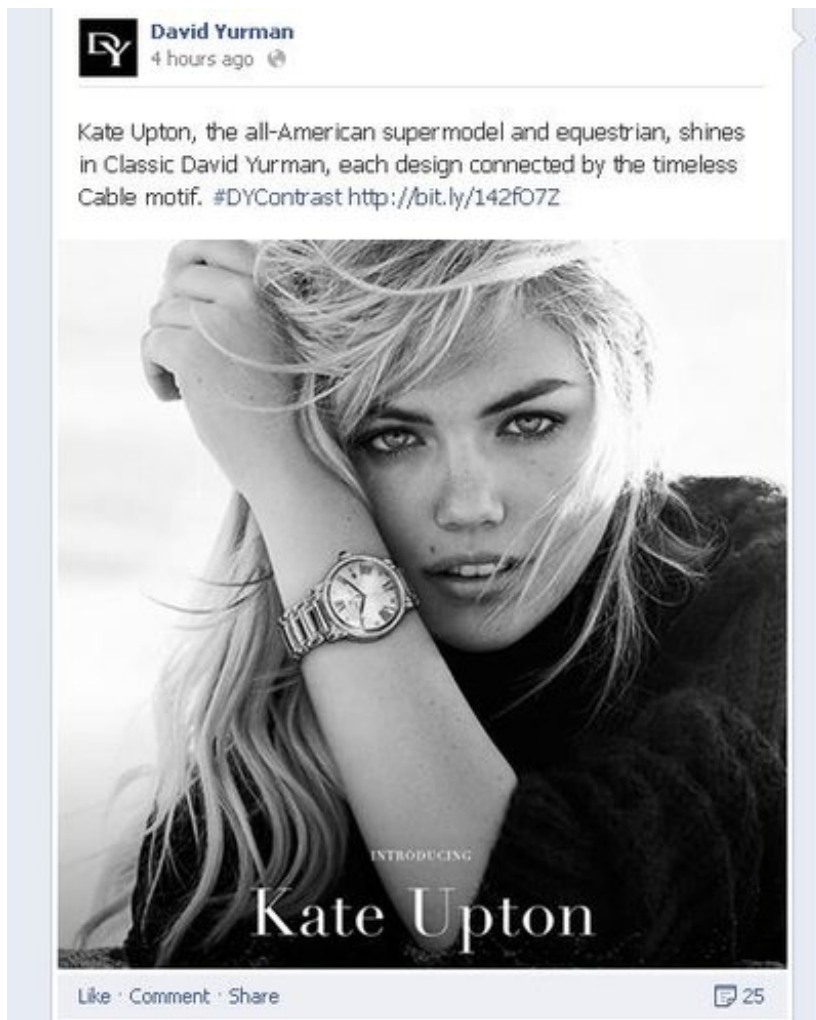


Anais Mali for David Yurman

The photographs are off set with colored photographs of the jewelry found in the fall 2013 collection along with short descriptions of the pieces found in that particular section of the collection.

The video can be found at the bottom of each individual section of the collection's Web site.

David Yurman is publicizing the Beauty in Contrast collection and accompanying video through its Facebook, Twitter and the hashtag #DYcontrast.



David Yurman Facebook

A different angle

Brands that take a step back from its products to examine artistry and history are likely to see a peak in interest from brand enthusiasts.

For instance, French jeweler Boucheron immersed consumers in the 120-year history of its headquarters at 26 Place Vendôme through an interactive digital experience.

The brand flaunted its Paris-based “Hôtel Particulier” workshop and boutique space that was chosen by founder Frédéric Boucheron in 1893 due to his fascination with the way sunlight hit the building.

Boucheron called on Jo Lynn Alcorn, New York artist and creator of Paper Art, to create a paper representation of 26 Place Vendôme that serves as the framework to the new “B Moments” digital anniversary campaign ([see story](#)).

Additionally, Italian footwear label Salvatore Ferragamo raised global awareness for the story of its founder through the brand’s first comic book that ties in with a current exhibition.

The 26-page “Making of a Dream” comic book was drawn and written by animator, illustrator and cartoonist Frank Espinosa, who read Mr. Ferragamo’s autobiography to inspire the work. The graphic novel is debuting a month after “The Amazing Shoemaker” exhibit opened at the Museo Salvatore Ferragamo that takes visitors through the life of the

designer ([see story](#))

Video content is useful for brands wishing to engage with consumers through storytelling in a way not viable through photography.

“Creating collection videos is a must for all luxury jewelry and fashion brands now,” said Jordan Phillips, New York-based author of “[The Lure of Luxe](#).”

“Social media is very visual and video is a great way for brands to showcase their products in a way that captures the fantasy element of luxury,” she said.

“Video also provides brands with the opportunity to tell the story of their products in a much more extensive and compelling way than flat images can.”

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/1ZBYV9-OP_Q](https://www.youtube.com/embed/1ZBYV9-OP_Q)

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