

ADVERTISING

## H.Stern expands Oscar Niemeyer collection to immortalize designs

April 10, 2014



*H.Stern's Oscar Niemeyer Monument earrings*

---

By JEN KING

Brazilian jeweler and silversmith H.Stern is celebrating the influence of architect Oscar Niemeyer with an expansion of its jewelry collaboration and new campaign effort.

[Sign up now](#)

**Luxury Daily**

Although Mr. Niemeyer, a native of Brazil, is responsible for the design of the United Nations building in New York and architectural works throughout Brazil, H.Stern's collaboration was inspired by the architect's sketches. Since the pieces were created directly from Mr. Niemeyer's sketches, the designs have an organic quality and will likely appeal to consumers with a penchant for artful lines as well as fans of the late architect.

"Oscar Niemeyer's work reflects H.Stern's codes through the use of simple and elegant lines that we use in our creations," said Roberto Stern, president and creative director of [H.Stern](#), Rio de Janeiro. "His love of natural and feminine curves is also a connection with our inspirational concepts.

"I believe this collection shows that when collaborating with artists from other fields, as we have done since the 90's, you can achieve some very unexpected and innovative results," he said. "Niemeyer was one of the great architects of the century and no doubt

this is a great endorsement for H.Stern.

“This collection is about simplicity, which is very difficult to achieve.”

Pen and ink

Considered one of the most influential names in modern architecture, Mr. Niemeyer is responsible for many prominent works throughout the world. In Brazil, he is credited for the designs of the Copan building in Sao Paulo and the Museum of Contemporary Art in Niterói.



*Oscar Niemeyer's Copan building in Sao Paulo, Brazil*

H.Stern's continued collaborative collection pays homage to the Brazilian architect who passed away in 2012. The original collection, inspired by Mr. Niemeyer's sketches of the female silhouette debuted in 2008.

Similar to the first phase of the collection, the new pieces are based off sketches that Mr. Niemeyer approved during the last year of his life. The expanded collection includes rings, bracelets and necklaces that maintain the “unique, simple and natural outlines” of the architect's designs.

H.Stern aims to keep Mr. Niemeyer's designs alive through the collection, all of which were inspired by iconic architectural projects or doodles that never left the page. To support the minimalism and lightness of Mr. Niemeyer's designs the pieces are molded from thin yellow gold or white gold and some include diamonds.

The new pieces include the Copan ring inspired by the architect's signature building built in Brazil's Sao Paulo in the 1950s, two pairs of earrings modeled after a monument designed for Sao Paulo's 400th anniversary that disappeared shortly after its unveiling and a suite representing the singular beauty of a flower which is hollow to represent Mr. Niemeyer's love of unfilled spaces.



### *New pieces added to the H.Stern Oscar Niemeyer collection*

To bring the collection to a global audience, H.Stern recruited actress Diane Kruger as the brand ambassador. On the H.Stern Web site, Ms. Kruger can be seen on the left side of the page while the right is dedicated to the Oscar Niemeyer collection.

A behind-the-scenes video can be viewed that shows Ms. Kruger, who is the ambassador of the H.Stern brand, speaking about her love of jewelry and how pieces carry symbolic meanings for many women.

Embedded Video: [//www.youtube.com/embed/S52GM05JmLc](http://www.youtube.com/embed/S52GM05JmLc)

### *Behind-the-scenes of the H.Stern campaign featuring Diane Kruger*

In addition to the behind-the-scenes film, consumer can listen to an original song composed by Brazilian musicians, Carlinhos Brown and George Israel, to honor Mr. Niemeyer. The song, titled "Linhameyer," a blend of the architect's name and "Linha" meaning line in Portuguese, is accompanied by an animation of Mr. Niemeyer's sketches.

Embedded Video: [//www.youtube.com/embed/Z573ujSTnhU](http://www.youtube.com/embed/Z573ujSTnhU)

### *Linhameyer by Carlinhos Brown and George Israel honoring Oscar Niemeyer*

On the Web site, the consumer can view the entire Oscar Niemeyer collection, but H.Stern relied on social media to celebrate the pieces that have just been debuted.

H.Stern used Facebook to share information about the nine add-ons to continue exposure for the collection as a whole.

H.Stern's Oscar Niemeyer collection was inspired in the sketches of the legendary architect, like one of a hand holding a flower with four petals. These earrings, in white gold with diamonds, retain the beautiful form and singular simplicity of the original sketch.



### *H.Stern post on Facebook for the Oscar Niemeyer collection*

Maximizing appeal

Tapping a well-known celebrity is beneficial for marketers looking to stoke consumer sentiment. For instance, other brands have looked to Ms. Kruger as the embodiment of their target consumer.

French fashion house Chanel advertised its skincare line through a video series that featured the return of previous brand ambassador, actress Diane Kruger, as well as other digital content on the brand's Web site. The site gives affluent consumers a chance to buy and receive skincare tips online while the video searches for beauty's origins with the help of Ms. Kruger ([see story](#)).

But, a celebrity ambassador must align with the brand's DNA.

"We chose Diane Kruger as she beautifully represents the modern woman for whom we create our jewelry," Mr. Stern said. "She expresses natural beauty, style and personality in every aspect of her life, just like we believe contemporary women do."

Commissioning an original music score is also an interesting approach that brands have used.

For example, jeweler Tiffany & Co. employed Chinese composer Tan Dun to create a piece that set the tone for the brand among affluent consumers.

Mr. Dun's composition was inspired by the jeweler's Tiffany Diamond, a 128-karat yellow diamond that made its debut in China early in December. Tapping a local, yet world-renowned, musician will help Tiffany appeal to affluent Chinese consumers with a penchant for modern classical music ([see story](#)).

While some brand collaborations fail to make much sense, the shared emphasis on design held by H.Stern and Oscar Niemeyer's architecture will likely be appreciated by consumers.

"I have always been fan of architecture," Mr. Stern said. "I think it is a matter of scale, we do micro-architecture.

"And off course we have to create objects to be worn which is the main difference," he said. "The fact that Niemeyer used a more sensuous approach helped us with the collection."

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/fUwmZn8ChwE](https://www.youtube.com/embed/fUwmZn8ChwE)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.