

MAIL

Tiffany & Co. dedicates annual Blue Book to gemstone trend

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Imagery from Tiffany & Co.'s 2014 Blue Book

By JEN KING

Jeweler Tiffany & Co. has mailed out its annual Blue Book to enthusiasts with this year's installation focusing on the colorful gemstones used in many of the brand's designs.

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Luxury Daily

The direct mail catalog is accompanied by a digital version with expanded content that explores the featured pieces in more detail. By creating a multi-platform campaign for the 2014 Blue Book, Tiffany may inspire aspirational consumers who are not currently enrolled in the jeweler's preferred client list to sign up for the direct mail version.

"Mailing a catalog is a considerable investment, so every single book, every page, every photograph must contribute hard to achieve the catalog's goal," said Benedetta Moreno, a London-based marketing consultant.

"Even if the Tiffany Blue Book might not have a direct impact on the sales of the priceless gemstones printed on it, there are many reasons to believe that every square inch of it perfectly works to raise awareness and maintain the legend behind the world's premier diamonds authority," she said. "A catalog is a tangible representation of your brand brought to life on the printed page and, the Blue Book as supreme showcase of Tiffany's

magnificent gemstones, can't be better in reflecting the prestigiousness of the 175 year-old jewelry brand.

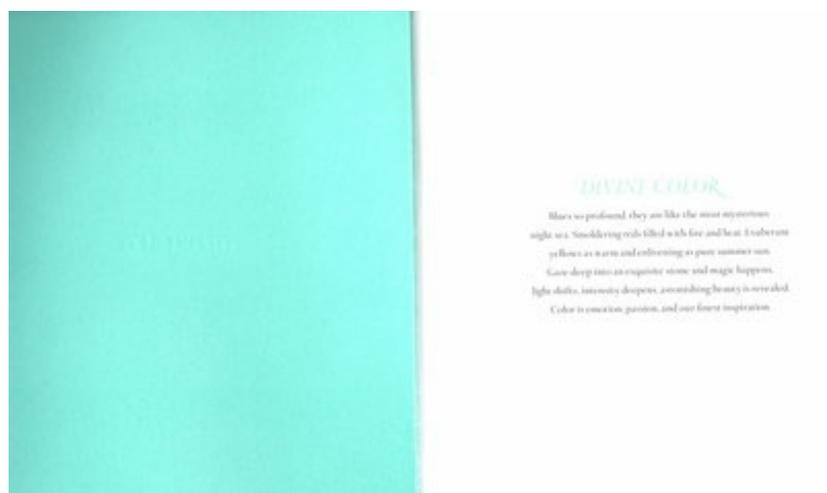
"From Dr. George Frederick Kunz's tourmaline, to Henry B. Platt's glistening green tsavorite introduced in 1974, colored gemstones have played a major part in establishing Tiffany's reputation as a world-renowned jeweler as well as the Blue Book in reinforcing its glorious story."

Ms. Moreno is not affiliated with Tiffany, but agreed to comment as an industry expert.

Tiffany did not respond before press deadline.

Divine color

The 108-page Tiffany 2014 Blue Book began with a short foreword that compared blue to the night sea, red to fire and yellow to a summer sun. The foreword concluded by stating, "Color is emotion, passion and our finest inspiration" and set the tone for the pages to come.



Foreword of Tiffany's 2014 Blue Book

Nearly every page included jewelry that incorporated gemstones. The opening page after the foreword showed Tiffany's Fancy Color Diamond rings which feature purple, pink and green diamonds.

On the occasional page, Tiffany included a quote from famous artists, authors, musicians and Louis Comfort Tiffany, son of brand founder Charles Lewis Tiffany. Each quote used in the 2014 Blue Book describes color as inspiration, force or a language all its own.

For example, Tiffany cited Oscar Wilde as saying, "Mere color ... can speak to the soul in a thousand different ways." The quote was positioned on a page opposite a 27.31 carat sapphire ring with an asking price of \$425,000.

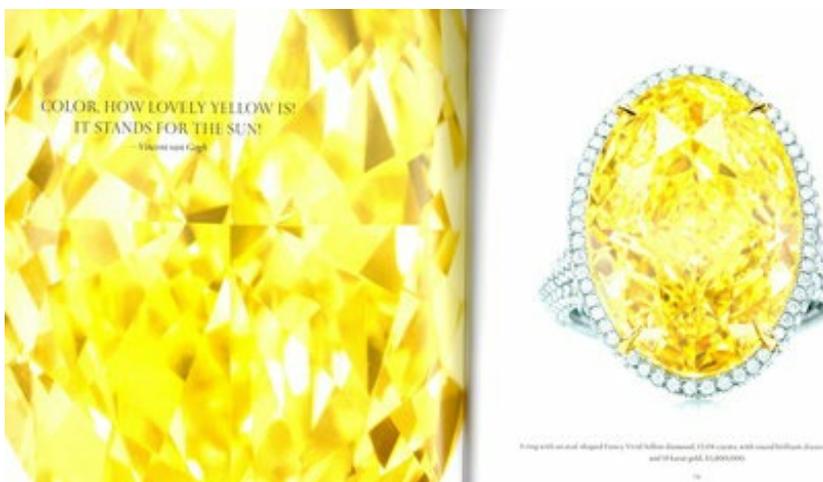


Tiffany sapphire ring with Oscar Wilde quote

Other quotes were more color-specific such as the Goethe quote that read, “With yellow, the eye rejoices, the heart expands, the spirit is cheered and we immediately feel warmed.” The literary great’s quote was meant to emphasize the 20.70 carats of yellow beryl briolettes used in \$50,000 platinum earrings.

Stand out pieces featured in the 2014 Blue Book included a 1930s-inspired diamond necklace with more than 140 carats of rose-cut and round diamonds. Set in platinum, the necklace retails for \$950,000.

Also included was a \$2.5 million, 10.74-carat emerald-cut diamond ring and a \$3.8 million 15.04 oval-shaped yellow diamond ring.



Tiffany's Fancy Vivid yellow diamond ring with an Vincent van Gogh quote

The 2014 Blue Book concluded with a recreation of a \$100,000 Arrows clip created during a collaboration between Italian fashion designer Elsa Schiaparelli and Tiffany jewelry designer Jean Schlumberger. The recreated piece featured a more than 20 carats center amethyst that was surrounded by smaller amethysts, Montana-mined sapphires and diamonds in 18 carat gold.

On the opposite side of the recreated clip, Tiffany included contact information for its personal shopping service as well as a store locator phone number and its Web address.



Tiffany & Co.'s Arrow clip

Digital treasures

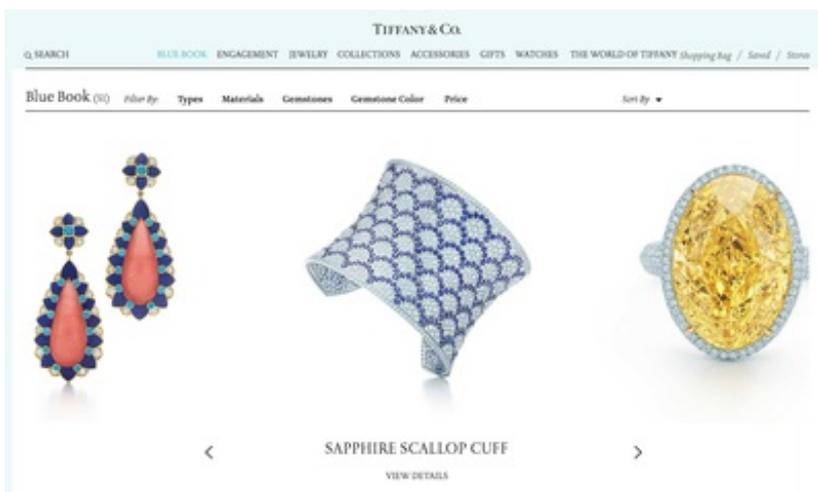
In comparison to Tiffany's 2013 Blue Book this year's edition is lacking in digital content.

Last year, Tiffany revealed pieces from its 2013 Blue Book Collection exclusively to its Facebook community in a daily campaign.

Each weekday, the brand is giving its fans an up-close look at one piece from the new Blue Book catalog before it is mailed out to its list. Social media-exclusive content can help draw affluent and aspirational fans to a brand's channels and increase its follower base ([see story](#)).

For the 2014 version, Tiffany posted content to its social media but did not have an overarching strategy. Instead, the jeweler provided a link to a Blue Book slideshow that shows pieces in the mailer with additional text content, but does not adequately engage the consumer nor does it include every item shown in the book.

A strong point of Tiffany's digitized Blue Book is the jeweler's inclusion of categories such as materials, gemstone color and price to aid consumers interested in viewing the content on Tiffany.com.



Tiffany's 2014 Blue Book content on its Web site

Direct mail catalogs are still an important experience building tool for marketers.

"Catalogs are a great vehicle to guide the brand experience and Tiffany benefits from an exceptional competitive advantage in doing this," Ms. Moreno said. "The Tiffany blue color of the front and back cover of the homonymous catalog is, indeed, the key element able not only to attract the attention of its lucky recipients, but also to give them the not-so-frequent chance to experience that feeling of amazement and joy which every woman who received a Tiffany blue box has felt,"

"Moreover in this digitalized time of ebrochures and click to order, several nostalgic emotions about printed books started to emerge, contributing to further enhance the value of such a catalog, along with the exclusivity of Tiffany jewelry," she said. "There is, indeed, something about holding a book in your hand and the visceral act of physically turning a page that can be hardly matched with pixels on a screen and that, above all, offer a more robust experience to the readers.

"If you think about the smell, the texture and the weights of the print, you can realize that there is a part of the experience you can't reproduce by ereadings at the point of believing that printed books might have a future similar to vinyl. If this potential trend would probably mainly consider the most prestigious books, there's not doubt that the Blue Book both as detailed archive of Tiffany's celebrated role in the evolution of U.S. design, and as international epitome of the jeweler's art, will be among them."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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