

TIFFANY & Co. Case study

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Brand overview

TIFFANY & Co.

Heritage & Brand Overview

Founded in 1837, New York City

Charles Lewis Tiffany & John B. Young

From stationery store → iconic luxury jeweler

Known for

- Exceptional diamonds
- Timeless craftsmanship
- Signature Tiffany Blue



1845

Launch of the Blue Book

1886

Introduction of the Tiffany Setting

1961

Breakfast at Tiffany's cements the brand's cultural legacy

2021

Acquisition by LVMH

Brand prism

TIFFANY & Co.

EXTERNAL FACETS

BRAND PHYSIQUE

Iconic Blue Box
Tiffany blue (Pantone 1837 C)
Diamond engagement ring

RELATIONSHIP MODE

Emotional and aspirational connection
Symbol of love and celebration
Gift-giving

CUSTOMER REFLECTED IMAGE

Romantic
Elegant
Timeless
Sentimental value

CONSTRUCTED SOURCE

INTERNAL FACETS

BRAND PERSONALITY

Audrey Hepburn (*Breakfast at Tiffany's*)
Beyoncé
Sophisticated
Dreamy

CULTURE

New York heritage
Celebration of love
“Beautiful things made beautifully” mindset

CUSTOMER SELF-CONCEPT

“I appreciate timeless elegance”
“I wear Tiffany not just for myself, but as an heirloom for future generations”
“I find an emotional connection with jewels”
Elegant and feminine woman

CONSTRUCTED RECEIVER

TIFFANY & CO.

Brand codes & identity symbols

TIFFANY & Co.



TIFFANY'S
SETTING RING



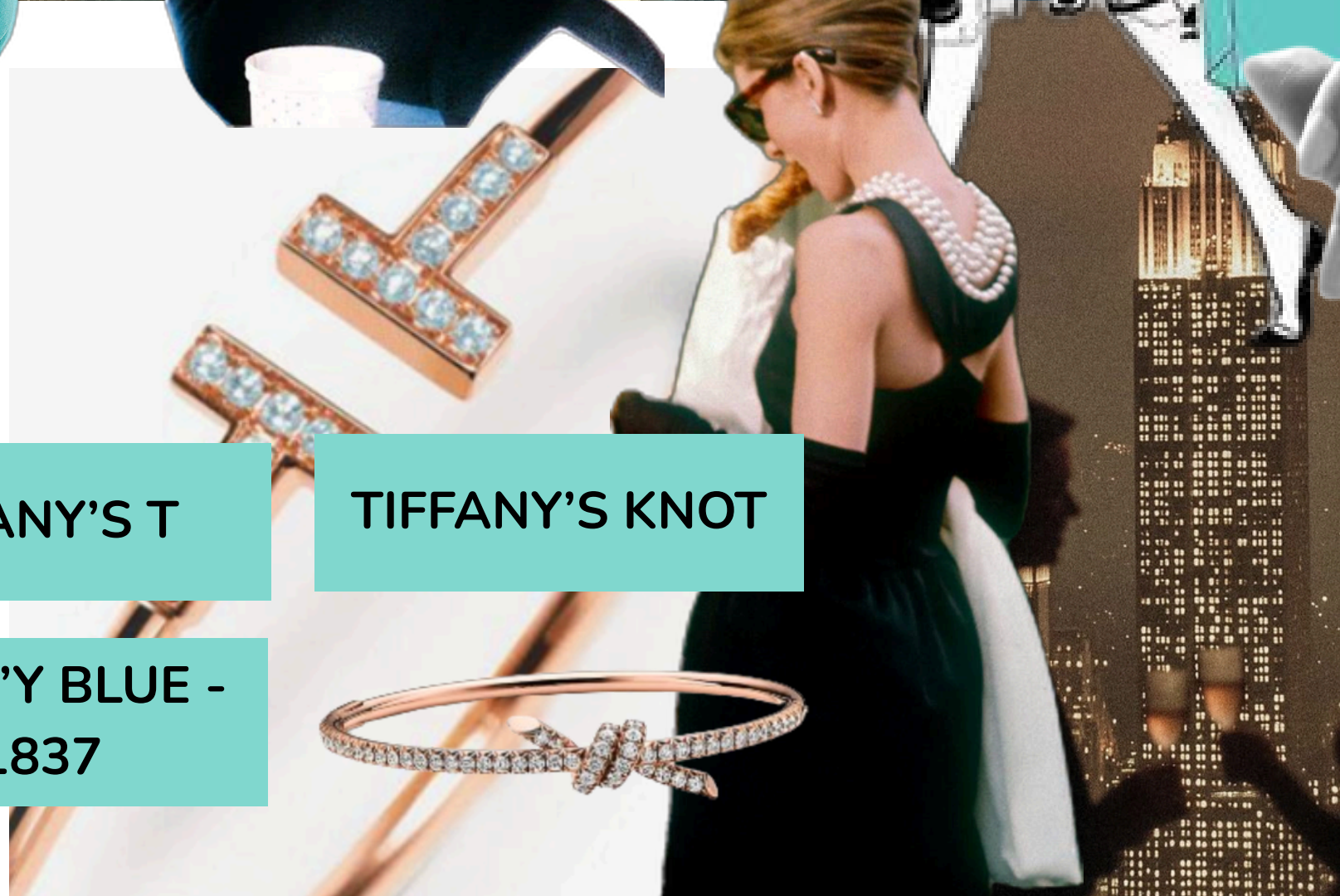
LITTLE BLUE BOX



BREAKFAST IN
TIFFANY'S

OLD BASKERY
TIPOGRAPHY

WHO SAID
RED IS THE
COLOR OF
LOVE?



TIFFANY'S T

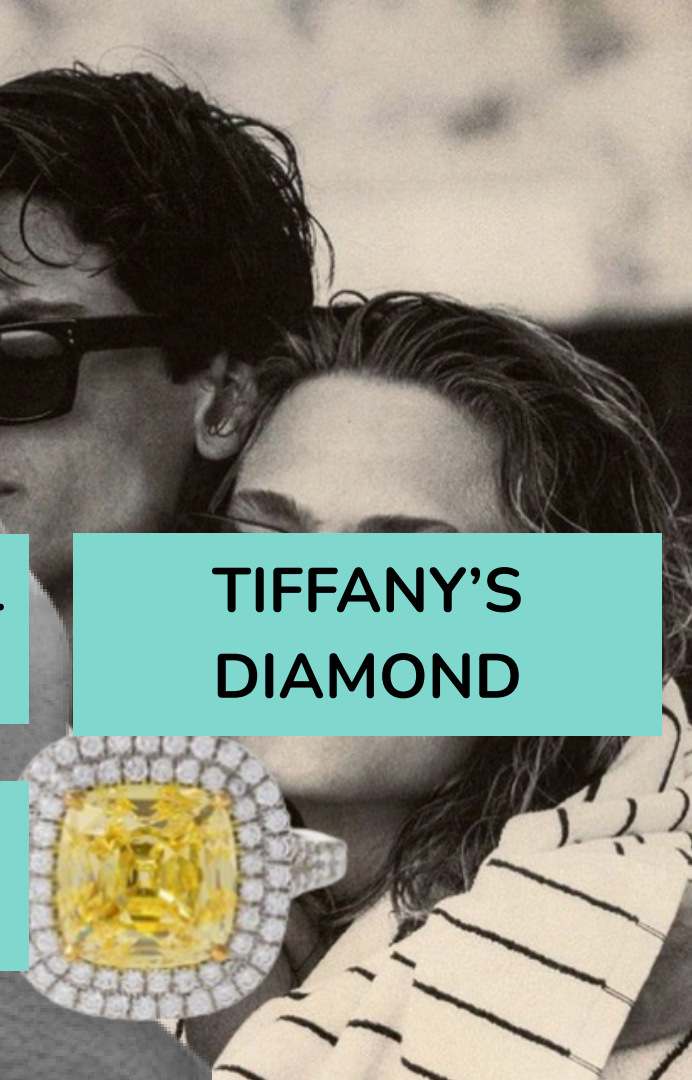
TIFFANY'S KNOT

TIFFAN'Y BLUE -
P1837

TIFFANY'S HEART

TIFFANY'S
DIAMOND

NEW YORK





LITTLE BLUE BOX



TIFFAN'Y BLUE -
P1837

TIFFANY & Co.

OLD BASKERY
TIPOGRAPHY



BREAKFAST IN
TIFFANY'S



NEW YORK



TIFFANY'S
SETTING RING



TIFFANY'S T



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TIFFANY'S HEART



TIFFANY'S
DIAMOND

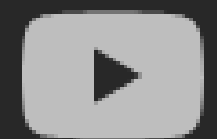
Storytelling

TIFFANY & Co.



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*SUCCESS:
CREATING
AN
EMOTIONAL
CONNECTION*



*Strong. Beautiful.
Brilliant*

*(And we're not
talking
diamond)*



Hero



Hook



Aspirations and desires

Sustainability

TIFFANY & Co.



*Protecting the
future of our* **PRODUCTS,
PEOPLE and PLANET**

**People: Women's
empowerment and
inclusion**

*"From mine to masterpiece" - Tiffany
redefines responsible luxury*

**Product: 100%
diamond traceability**

**Planet: Climate Action
& Conservation**

Measures purposed for dealing with luxury fatigue

TIFFANY & Co.

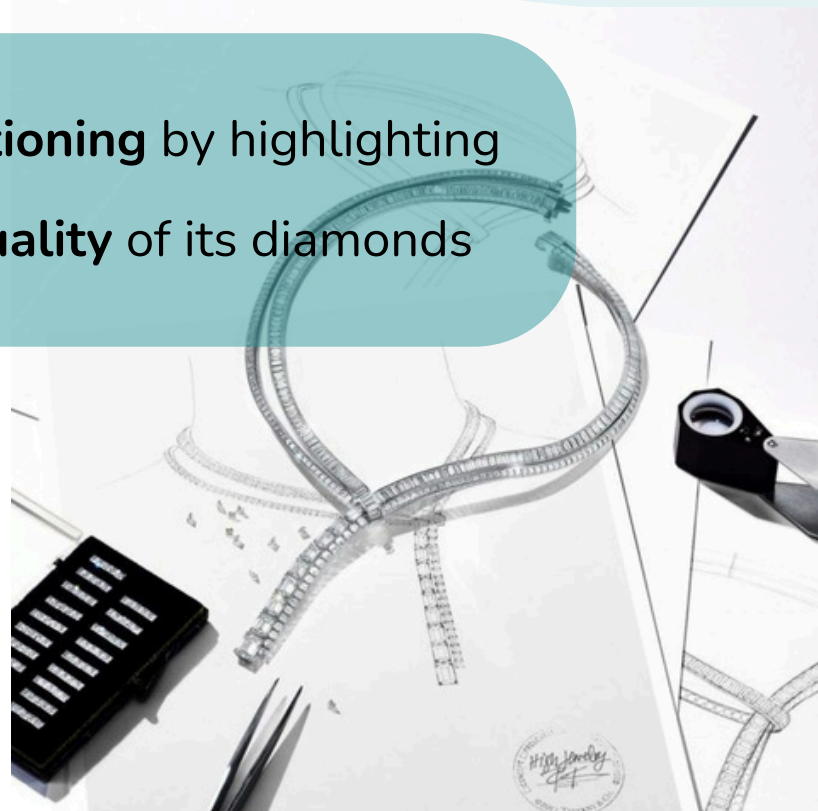


1



Stronger Perceived Value

Justify its **premium positioning** by highlighting **craftsmanship** & the **quality** of its diamonds



CADEAUX HAUTE JOAILLERIE JOAILLERIE AMOUR & FIANÇAILLES HORLOGERIE MAISON ACCESSOIRES World of Tiffany

Réparations ou ajustements

Les bijoux Tiffany vous accompagnent dans votre vie de tous les jours. Si vous devez réparer ou ajuster votre création ultérieurement, vous bénéficierez du soutien et de l'expertise des meilleurs joailliers au monde.

- Réparation de créations en argent à partir de 85 €
- Réparation de créations en or et en platine à partir de 170 €
- Services d'entretien et de réparation de montres à partir de 160 €

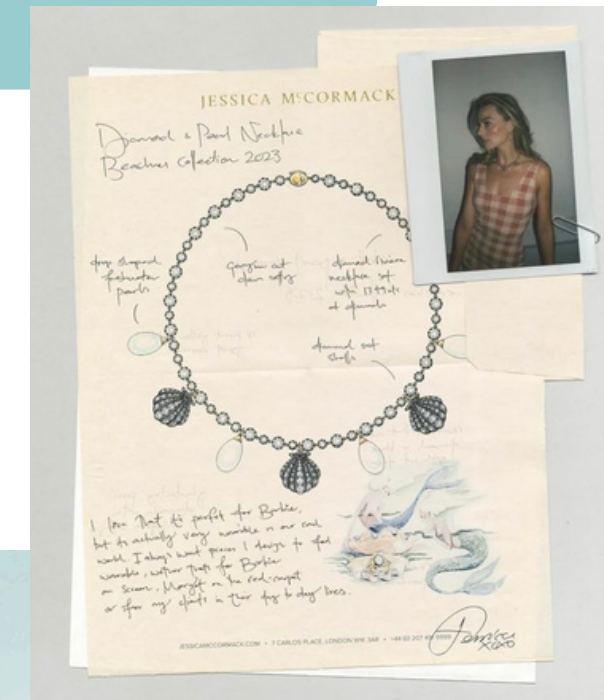
TÉLÉCHARGER LE FORMULAIRE DE SERVICE



2

- Release **limited editions** / capsule collections inspired in archives
- Collaborate with young / **emergent artists**
- Take advantage of new **technologies** & offer **digital experiences**

Product Innovation





3

- The use of dozens of ambassadors makes the message feel fake
- Use **real Tiffany stories** to make advertising: proposals, heritage, etc
- **Feature employees** as in “Strong like mom” campaign



More Authentic Storytelling



tiffanyandco • Seguir

Global ambassadors and friends of the House Anya Taylor-Joy, Nancy Ajram, Camille Cottin, Alicia Keys, Mikey Madison and more gather for the unveiling of Blue Book 2025: Sea of

TIFFANY & CO.





tiffanyandco 227 sem

Not your mother's Tiffany

-

Who you calling old fashioned? Elsa Peretti® Bone cuffs are your power play for today. Link in bio to shop

@elsaperettiofficial

#NotYourMothersTiffany #ElsaPeretti

#TiffanyAndCo

Ver traducción

4



PANDORA



fionacameron_coaching 223 sem

Ageist, outdated and offensive to any women of any age! Shame on you, get rid of your advertising agency. You have just alienated a huge wonderful democratic



Responder Ver traducción



regrave 220 sem

Well this Mother won't be buying Tiffany! I will take my money where I feel respected no matter my age or position in society!



1 Me gusta Responder Ver traducción



umac 223 sem

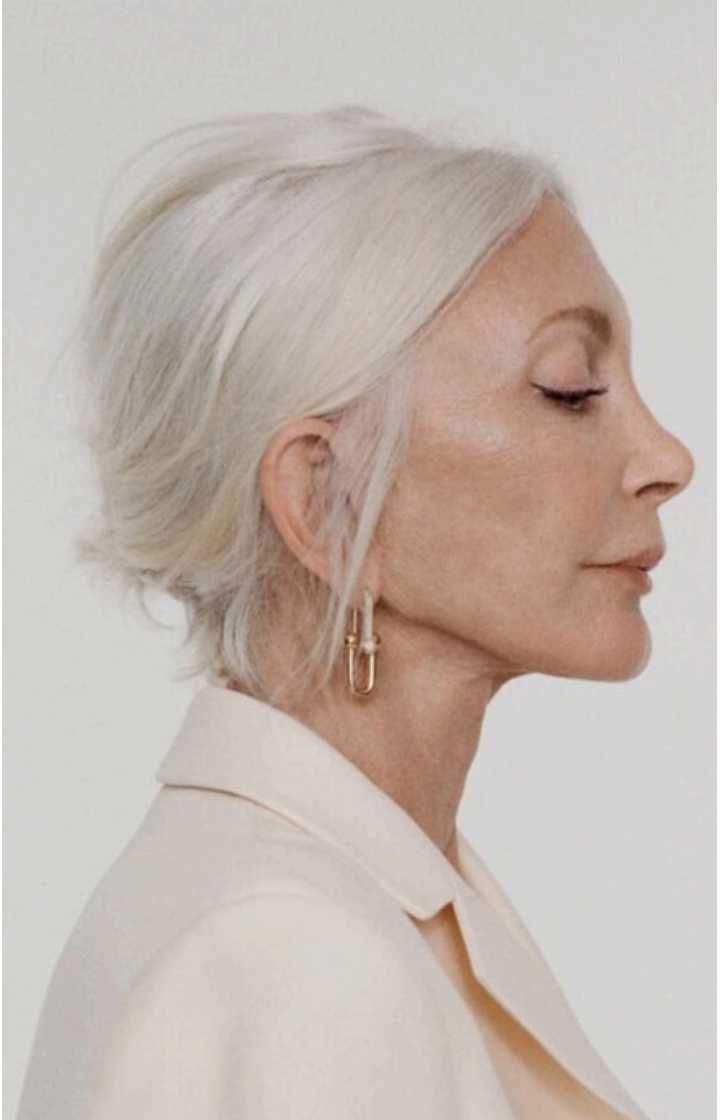
Your mothers are the original ones; the ones who wore Elsa Peretti's designs!! With this type of advertising you will lose a block of loyal Tiffany clients. 🙄



Responder Ver traducción

Multi - Generational Marketing

- Not only focus on Gen Z ("Not Your Mother's campaign")
- Balanced approach with campaigns that include both younger and older generations



TIFFANY & Co.
Thank You!

