

Fashion Scoops

Flying High

Tiffany & Co. has debuted a campaign celebrating its Bird on a Rock high and fine jewelry collection.

Nathalie Verdeille, Tiffany's chief artistic officer, continues to reimagine Jean Schlumberger's popular motif from 1965 with two new fine jewelry expressions and two new high jewelry suites.

"Reinventing a legendary design like Bird on a Rock is no small feat," Verdeille said of her work. "We had to stay true to its spirit while giving it a contemporary spirit."

The new visuals tap Tiffany brand ambassador and actress Zhang Ziyi and model Abby Champion, setting them in a dreamlike

setting of clouds and open skies, breathing life into Verdeille's new designs. Photographed by Carlijn Jacobs, the campaign includes a series of films that celebrate both the heritage and evolution of Bird on a Rock.

The series unfolds across three chapters: the first explores the brand's ongoing fascination with birds and avian motifs; the second offers a poetic imagining of the moment that inspired it all – when Schlumberger encountered a rare bird and created a design based on it, and the third traces the ascent of Bird on a Rock from a brooch to a Tiffany & Co.

signature.

The two new high jewelry suites pay tribute to one-of-a-kind gemstones, one anchored by tanzanite and another by turquoise. "For high jewelry, we studied the bird's anatomy, replicating each feather in gemstones and precious metal, layering them for movement and realism," Verdeille said.

The fine jewelry collection debuts with two distinct expressions: one figural, the other abstract. The figural birds are crafted in platinum and 18-karat gold with gemstones – appearing to perch upon the wearer. The abstract "Wings" motif captures the essence of flight with

sculpted, symbolic forms that evoke avian movement.

"For fine jewelry, we embraced abstraction. The wing became a graphic motif, repeated in visual rhythm like birds in flight. Our diamond-setting techniques created textural depth, much like pointillism, where each gem contributes to a greater whole," she said.

The new Bird on a Rock collections debut Tuesday, coinciding with the launch of the campaign across print and digital channels.

– THOMAS WALLER



Zhang Ziyi in the Tiffany & Co. Bird on the Rock campaign.

