

BUF 3500 BRAND IMAGE MARKETING

Brand: Tiffany & Co.

Name: Giselle Leon

With its consistency in luxury, quality, and elegance, Tiffany & Co. has maintained an upstanding, iconic, and romantic reputation since 1837. The brand has made a unique contribution to the world of fashion and culture. Tiffany & Co.'s iconic designs have become famous for their craftsmanship, fine materials, and meticulous techniques, creating fine jewelry and other products of exceptional quality. Its authentic taste for quality through its transcended generations has contributed to evoking the feelings of the consumer. Each design targets an audience that the designer uniquely understands. The brand has made itself a platform in the world of popular culture, and fashion, as it has appeared in literature, films, and music. The brand has become an image of love, romance, and unity through its designs. Through its timeless elegance and decades of customer loyalty, Tiffany & Co. has become one of the top jewelry sellers, consistently enhancing consumers' perception of the brand.

Innovative and distinctive designs have always been Tiffany & Co.'s goal through years in the jewelry industry. Its influence and collaborations have helped the brand evolve in different markets by infusing fresh ideas into its product lineup. The brand has partnered with designers who are highly regarded in the fashion and luxury industries to reinforce the Tiffany brand in their platforms and create more visibility in fashion. The limited edition appeal gives a sense of exclusivity and urgency to consumers driving interest in the brand and its collaborative designs. Tiffany's has been able to engage new consumers through segments that create a desirable association with the popular brand. Expanding the company's audience brought a new sense of target and connection to the consumers and their desire to know more about Tiffany & Co.'s plan for its brand.

Tiffany & Co. has been able to grow within the market through its luxury brand market of the Moët Hennessy Louis Vuitton (LVMH) which has brought various companies from different industries into one market. Since then, it gained access to greater financial resources, which has helped the brand find its footprint in the international markets. Through LVMH's network, the brand has been able to distribute its ideas to different channels. Its supply chain has created security for prestigious luxury brands across various industries such as fashion, home goods, watches, and jewelry. Its division has given LVMH the privilege to strategize and shift in its advertisement campaigns by putting more emphasis on social media and celebrities as it allows the brand to successfully reach younger consumers. In the fiscal year ending January 2019, the company achieved \$4.44 billion in revenues, up to 7% compared to the previous year. The company continues to expand and its core value to its consumers and its luxury strong public image.

Tiffany has become a brand of its own through its commitment to excellence and craftsmanship. The brand's instantly recognizable "Tiffany Blue" color is associated with the brand. The emotional connection of its consumers has always been a priority to the brand as it designs a role in shaping the brand. The "Tiffany Blue" color has become significant in the culture, symbolizing prestige and quality, reflecting the brand's commitment. Through its values, Tiffany & Co. identified brand collaborations in different markets that engage different audiences and create an evolving platform for the brand. The growing consumers