

Case Study: Alex & Ani

ALEX AND ANI®



The Client

ALEX AND ANI has become one of the world's most iconic jewelry brand by turning what women wear on their wrists into an affinity statement. ALEX AND ANI designs and creates bangle bracelets, necklaces, earrings and rings that adorn the body, enlighten the mind, and empower the spirit.

Objective

Feature its jewelry line in a series of ads targeted to upscale consumers in key markets.

Solution

Target fashion-conscious women with a national print campaign in two of Condé Nast's women's titles, highlighting different pieces from Alex and Ani's jewelry collection

Geography

National

Recommended Media

Glamour, Vanity Fair

