

You Have a Story to Tell

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 Edited by JMA (Source: National Jeweler)

Jewelry designer Dana Bronfman launched a new campaign which encourages her customers and friends to make photoshoot to promote her core jewelry collection instead of using models. This “A story uniquely yours” campaign features people from different age groups who have strong individual personalities.

Bronfman also encourages clients and followers to share their own images of how they wear jewelry on Instagram, Twitter and Facebook by tagging @danabronfman and using #AStoryUniquelyYours.

Eventually, she even wants to publish a book featuring individuals wearing her jewelry and showing their unique personal styles.

