



HARRY WINSTON

THE HOUSE OF HARRY WINSTON LAUNCHES NEW 2021 CAMPAIGN DEDICATED TO LOVE

A new 360-degree marketing initiative dedicated to celebrating the meaning of love.

New York, New York, January 2021 – The House of Harry Winston, the legendary “King of Diamonds,” and international luxury brand announces a new 2021 marketing initiative, focused on the idea of love. The campaign, aptly titled “Love is...,” explores the various meanings of love and how it relates to the House’s core themes throughout the year.

“2021 marks the start of a new year, and for Harry Winston this will be a year to rejoice in what truly matters most: love,” said Nayla Hayek, CEO of Harry Winston, Inc. “Love can mean so many things to so many people, making it a sentiment that is incredibly personal and individualized. Love for one another, love for our families, love for ourselves, our neighbors, our community. At Harry Winston, we are in the business of love and celebration. Mr. Winston founded his namesake business based off of his love of rare gems, which over the past near 100 years, has translated into countless gifts or symbols of love for our clients around the world. After a year filled with so much uncertainty, it’s time to celebrate love – in all its facets and forms. What love means to you, what love means to us. “Love is...Harry Winston.”



The concept of “Love Is...,” will be woven throughout all of the Brand’s communication channels, including advertising, marketing, public relations and social media, and will have dedicated creative for its various product segments.

The first campaign of the year, Love is a Celebration, will embrace the seasonal holidays, including Valentine’s Day, with an ode to love songs. Campaigns for its Bridal (Love is...a Language), Designed (Love is...in the Air), and High Jewelry (Love is...Yours to be Written) collections will follow, rounding out the first quarter of the year, with more to come as the years unfolds.

The House is encouraging its audiences around the world to follow along and take part in the conversation on its social media channels, using the dedicated hashtag *#LoveIsHarryWinston*, which will be utilized for all of 2021.