

# A Comparative Study on the Brand Strategy of Jewelry Enterprises—Taking Tiffany and CHOW TAI FOOK as Examples

Wenan Wu<sup>1\*</sup>, Hanmengna Chen<sup>2†</sup> and Xue Yang<sup>3†</sup>

<sup>1</sup>Faculty of Innovation and Design, City University of Macau, Macao, 999078, China

<sup>2</sup>School of Tourism and Culinary Science, Yangzhou University, Yangzhou 225127, China

<sup>3</sup>Yanhuang Vocational and Technical College, Suhang Department of Early Childhood Education and Health, Huaian 223400, China

<sup>†</sup>These authors contributed equally to this work and share first authorship.

\*Corresponding author: Wenan Wu.

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## Abstract

The acceleration of global economic integration has promoted market trade liberalization, sped up the trend of brand competition globalization, strengthened the connection and integration of global supply chains, and brought a series of risks and opportunities to the jewelry industry, including shifting consumer preferences toward sustainability, digitalization, and cultural resonance. In this context, how to build its own brand advantage and enhance the market competitiveness of jewelry companies is an urgent issue that needs to be addressed. This paper first analyses the current status and development trends of China's jewelry industry and explains the importance of brand strategy in this context. It then compares Tiffany and CHOW TAI FOOK in five aspects: brand positioning, brand expansion, product strategy, brand image and story, and sustainable development strategy. By discussing and analysing the similarities and differences in brand strategies between the two companies, the success factors of Tiffany and CHOW TAI FOOK are revealed. Finally, it offers suggestions for brand building in China's jewelry industry.

## Keywords

CHOW TAI FOOK, Tiffany, jewelry, brand strategy, comparative study

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## 1. Introduction

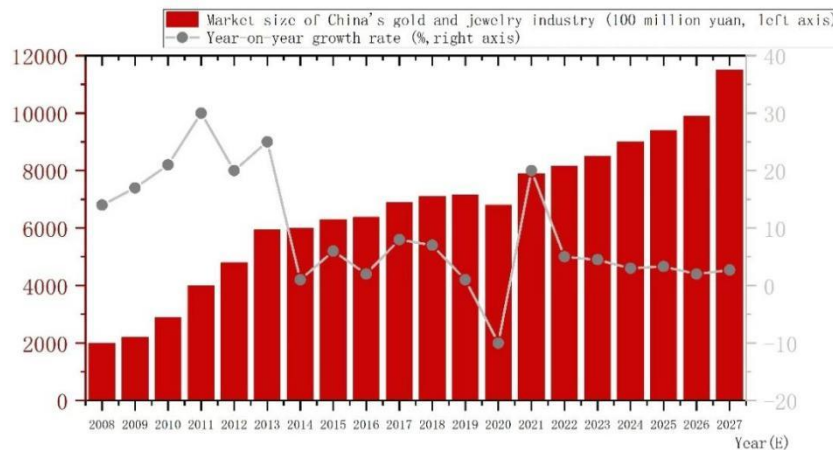
The global jewelry market, valued at \$330 billion in 2023, is undergoing radical changes. The increasing demand for disposable income in Asia in the future, the growth of per capita income, the increasing demand for environmentally friendly sourced materials, and Gen Z's preference for experiential branding have redefined competition. In China, there is significant room for market expansion. Jewelry consumption will shift from a necessity to a daily preference, with “self-indulgence” gradually becoming mainstream. Moreover, there will be a greater focus on product quality and cost-effectiveness. With Tiffany and CHOW TAI FOOK dominating their respective markets, their strategies reflect divergent responses to these trends. However, existing studies often focus on Western luxury branding, leaving a gap in understanding how

Asian brands adapt global strategies to local contexts. This paper addresses this gap by distinguishing between Tiffany's and CHOW TAI FOOK's brand strategies in addressing globalization, cultural identity, and sustainability (Ye, 2020). Using comparative methods to analyse financial reports, marketing campaigns, and consumer surveys, this study compares five strategic pillars. To guide emerging jewelry brands in balancing global appeal with cultural authenticity.

## 2. Analysis of China's Jewelry Consumption Market Scale

Since the 1990s, the People's Bank of China has successively cancelled business control over silver products and gold products, and China's jewelry market has gradually been liberalized. Given the continuous improvement in China's per capita disposable income, the market size of China's gold jewelry industry has grown steadily (Figure 1).

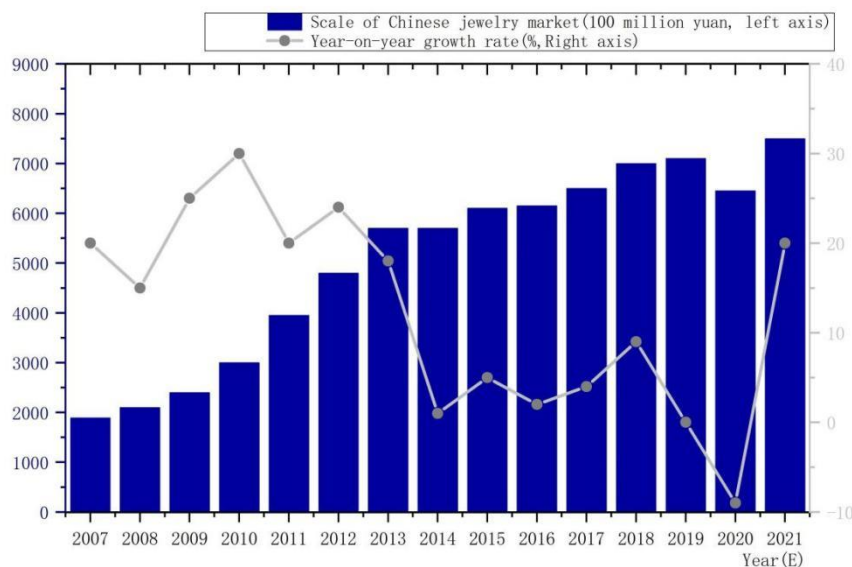
Figure 1: Market size of China's gold and jewelry industry



Source: Euromonitor Data, Minsheng Securities Research Institute

According to Euromonitor, the market of China's jewelry industry was only 211.9 billion yuan in 2008, but through rapid growth in recent years, it reached 815.9 billion yuan in 2022, with an average CAGR of 10% during this period (Figure 2).

Figure 2: Chinese jewellery market consumption scale



Source: Euromonitor Data, Haitong Securities Research Institute

Globally, China is the largest consumer of jewelry and ornaments. From 2020 to the present, the consumption scale of China's jewelry and ornaments market continues to grow, contributing more than one-third of the global market share (Jiang, 2022).

### **3. Tiffany's Market Data Analysis**

Tiffany was founded in 1837 and later officially entered the jewelry industry, serving nobility. In 1974, under the leadership of designer Elsa Peretti, Tiffany launched classic jewelry pieces and mass-market jewelry, after which Tiffany began to cater to a broader consumer base. According to Euromonitor data, Tiffany's market share in China rose from 0.4% in 2016 to 1.0% in 2020, leaving less than 1% for luxury light jewelry brands, and its market share has shown a downwards trend in recent years. This finding indicates that while luxury light jewelry has gained market attention in the short term, long-term development will be hindered by issues such as a lack of high-end raw materials, no value preservation attributes, and low quality.

### **4. Market Data Analysis of the CHOW TAI FOOK**

CHOW TAI FOOK was founded in 1929 and was listed on the Main Board of the Hong Kong Stock Exchange in December 2011. The company focuses on the manufacturing and sales of mainstream jewelry and precious ornaments. According to company announcements, gold jewelry products have the highest sales share, exceeding seventy percent in 2022, with this proportion showing a gradual increase. In contrast, watch products have the lowest sales share, less than ten percent. From fiscal year 2018 to 2022, the number of CHOW TAI FOOK's jewelry retail stores in mainland China grew from 2,449 to 5,764, with franchise stores accounting for more than sixty percent. After more than ninety years of development, CHOW TAI FOOK has led the industry in multiple areas, including brand strength, product quality, distribution networks, and design craftsmanship.

## **5. Comparison between CHOW TAI FOOK and Tiffany Brand Strategies**

### **5.1 Brand Positioning**

The brand strategies of Tiffany and CHOW TAI FOOK reflect distinct approaches shaped by their cultural roots, market positioning, and responses to global trends. In terms of brand positioning, Tiffany has created a luxury image as a high net worth person with timeless elegance and aspirational symbolism. Its iconic "blue box" pronouns are romantic and exclusive, driving premium pricing strategies. This positioning is reinforced by its brand recognition in the Western market, and its narrative of craftsman spirit and personality resonates deeply. In contrast, CHOW TAI FOOK emphasizes cultural heritage, combining traditional motifs such as dragons in its "National Heritage" series with availability pricing, most of products are priced below 5,000 yuan. It has a dominant position in China, using localized trust and "9999 gold" purity standards, which was a benchmark created in 1956. Tiffany's ambitious brand effect results in a greater profit margin, whereas CHOW TAI FOOK's scale and penetration ensure mainland market share, highlighting its advantages in terms of mass market availability.

Tiffany's brand positioning primarily targets high-end consumers who appreciate simplicity, elegance, and classic styles rather than just the wealthiest few in society. Tiffany is renowned worldwide for its distinctive design style and meticulous craftsmanship, pursuing a minimalist yet refined aesthetic, with a particular emphasis on details and execution. Superior quality and continuous innovation form the solid foundation for Tiffany's stable growth. Today, Tiffany has successfully established itself as a luxury brand among a wide range of consumers. It conveys the feeling that if you have your own unique taste, Tiffany can meet it. In other words, Tiffany ensures that you get your money's worth.

CHOW TAI FOOK primarily meets the needs of different consumers by offering a diverse range of products and price options. CHOW TAI FOOK is renowned for its high quality and exquisite craftsmanship while also emphasizing the uniqueness and innovation of its products. By combining modern design

concepts with traditional jewelry techniques, CHOW TAI FOOK ensures that its products remain classic yet fashionable. Additionally, CHOW TAI FOOK integrates elements of Chinese culture, such as traditional auspicious patterns and mythical creatures, making its products more emotionally resonant and culturally relevant to consumers. Today, CHOW TAI FOOK has successfully established a brand image of “high quality at reasonable prices” among consumers, making it one of the most popular jewelry brands in the Chinese market.

## 5.2 Brand Expansion

In terms of brand strategic expansion, digital expansion further highlights their strategic differences, which are also related to their different brand positions. Tiffany adopted cutting-edge technologies to increase exclusivity, launched a virtual trial tool in 2021, and launched an NFT collection in 2022, including cooperation with CryptoPunks. These initiatives have boosted online sales, targeting tech-savvy millennials by inviting only NFT (nonfungible token) drops that retain the brand’s mystique. In contrast, CHOW TAI FOOK prioritizes the realization of mass accessibility through social commerce and cooperates with platforms such as Tmall Luxury Pavilion to launch live streaming products. The strategy goes deep into low-tier cities, and nearly half of its online sales in 2023 come from low-tier cities, reflecting the focus of achieving the democratization of luxury goods through reusable real-time participation. The contrast between Tiffany’s curatorial exclusivity and CHOW TAI FOOK’s inclusive, community-driven approach reflects their broader market philosophy.

In recent years, Tiffany has not only pursued excellence in product quality but also made commendable progress in market expansion. With the continuous opening of new stores, Tiffany has entered a virtuous cycle. Currently, Tiffany maintains an annual development rate of three to five new stores in the United States while also increasing its investments in Asia and Europe. They are dedicated to entering emerging markets and expanding their presence in first-tier cities and tourist destinations, thereby enhancing brand recognition. Today, Tiffany is not only a leading jewelry brand at the forefront of the industry; its craftsmanship and design in areas such as sterling silver vessels, porcelain, crystals, and watches are equally renowned worldwide. Masterpieces by Tiffany are regarded as artistic treasures by museums and collectors both domestically and internationally. Additionally, under the backdrop of digitalization, Tiffany actively innovates in digital technology, establishing online stores and social media channels to provide personalized shopping experiences, such as online customization and virtual try-on features, thus expanding the brand’s influence and reaching more consumers.

CHOW TAI FOOK, similar to Tiffany, actively expands its market presence, not only opening stores in Asian countries but also conducting business in the United States and Canada, thereby enhancing the brand’s global influence. However, compared with CHOW TAI FOOK, Tiffany has a stronger history, greater impact, and larger market share internationally. In the jewelry industry, CHOW TAI FOOK has actively introduced and represented several internationally renowned jewelry brands, such as the Italian luxury jewelry brand ZOPPINI, launched a children’s jewelry brand, and introduced various product lines, including watches, silver jewelry, and crystals, to meet the diverse needs of consumers, further expanding the brand’s market reach.

## 5.3 Product Strategy

In product design, Tiffany’s design spirit revolves around eternal minimalism, which is embodied in its six-edged diamond design, which has been regarded as the industry standard since its inception. The design emphasizes symmetry and proportionality, reflecting the clarity and elegance of the American style. The diamond is cut to 3EX precision to achieve maximum brilliance. However, CHOW TAI FOOK integrated traditional Chinese skills with modern art and revived techniques such as filigree inlay in its “National Heritage” series. Its gold jewellery is characterized by matte finishes and auspicious patterns, balancing tactile appeal and cultural symbolism. Although Tiffany’s design prioritizes universal luxury, CHOW TAI FOOK embeds regional characteristics into every work.

In product development, Tiffany reinvigorates its portfolio with avant-garde collections such as the “Tiffany HardWear” series (2017), which blends industrial textures with pearls to target young audiences

seeking self-expression. CHOW TAI FOOK innovates through cultural crossover, such as his collection of “Sleeping Dragon Chant”, which reinterprets the dragon myth for modern wearability. Both brands are innovative, but Tiffany's focus on art experiments is in stark contrast to CHOW TAI FOOK's narrative-driven design, which anchors tradition in contemporary lifestyles.

As the main consumer groups shift to millennials, Tiffany has rebranded through celebrity-driven events, appointing actress Ni Ni as ambassador and launching a “Paper Flowers” series (2018) emphasizing versatility rather than luxury. CHOW TAI FOOK has shifted from a traditional wedding-centered brand to youth-centered cooperation and has launched streetwear jewelry in cooperation with Jay Chou's fantasy brand (Xu, 2021). These strategies reveal a common goal: the modernization of heritage claims. However, Tiffany's brand remodelling tends toward Western individualism, whereas CHOW TAI FOOK uses local popular culture to bridge the intergenerational gap.

## 5.4 Marketing Activities

Tiffany's marketing combines film heritage with digital viruses. The 1961 film *Breakfast at Tiffany's* linked it to a year for glamour, whereas recent campaigns such as “Fifth Avenue Cafe” (2017) and NFT have reduced the social media sensation. CHOW TAI FOOK Jewelry Gold uses immersive culture to tell stories. As seen in its Beijing Experience Store (Xu, 2021), it integrates the theme of the Forbidden City with modern design and uses jewelry as a heritage cultural relic. Online, CHOW TAI FOOK Jewelry leads C2M platforms such as Cloud Business 365 with real-time customization, in stark contrast to Tiffany's app-driven exclusivity. Both brands are good at experiential marketing, but Tiffany's global iconicity is in stark contrast to CHOW TAI FOOK's local cultural immersion.

In 1961, Audrey Hepburn showcased the New York charm of Tiffany in the film *Breakfast at Tiffany's*, and the display window where she stood became another hallmark of Tiffany. In 2017, to cater to the new generation of consumers, Tiffany's CEO opened its first global cafe at the flagship store on Fifth Avenue in New York City at the end of November. They also launched their first perfume in fifteen years and a series of home essentials, leveraging the viral effect of social media to create hot topics. With the continuous growth of WeChat users, Tiffany's advertising reach and target consumer base have also expanded. In July 2018, Tiffany opened its first Style Studio retail concept store in London, aiming to enhance interaction between consumers and the brand through leisure and entertainment culture. To distinguish itself from ordinary stores and shed the aloof, mysterious brand image of traditional luxury jewelry, this concept store aims to create a more approachable, innovative, and youthful atmosphere. Staff members can shed their neatly pressed black suits, do comfortable casual wear and sneakers, and access casual jewelry, creating an environment that helps consumers release their inner selves. Additionally, Tiffany is actively expanding its digital marketing efforts through the development of a series of mobile apps, enabling users to discover the art of love and beauty as they use these apps, as well as their own aspirations for romance and dreams, thus achieving new ways of brand marketing.

CHOW TAI FOOK focuses entirely on its target consumer group, implementing a youthful marketing strategy. To meet the personalized needs of young people, it continuously innovates product designs, launching new items such as Venus and Heart Fluttering ING series. Moreover, it leverages customized services as a powerful tool, introducing IP-based products such as Disney classics. A good brand story is an essential method for conveying a brand's spirit to people. In May 2021, CHOW TAI FOOK's themed experience store debuted in Beijing, embodying the meanings of inheritance and transmission. The experience store integrates elements of the Forbidden City with modern geometric grids, blending ancient and modern styles seamlessly. It has attracted many consumers, allowing them to understand the brand's inheritance, thus better appreciating the cultural depth of jewelry. Online, CHOW TAI FOOK vigorously develops e-commerce platforms and actively expands new sales channels. As early as October 2011, it began actively laying out its presence in China's domestic e-commerce sector, establishing the country's first online flagship store. Currently, online flagship stores are set up on platforms such as Tmall, Vipshop, JD, TikTok, and Pinduoduo. In addition, CHOW TAI FOOK is also actively exploring digital marketing, not only being the first to adopt a C2M platform but also successively launching the “Cloud Business 365” mini-program and the D-ONE jewelry customization online platform. This allows staff to communicate with customers at

any time and provide services, enabling young people to choose jewelry styles according to their preferences and addressing issues such as low communication efficiency, complicated processes, and long wait times in traditional shopping (Tao, 2023).

## 5.5 Sustainable Development Strategy

Sustainability emphasizes the identity of two brands but is consistent with different values. Tiffany emphasizes environmental management to achieve traceable diamonds (Li, 2020) and promises to be carbon neutral by 2040. Its “Save Wildlife” program provides funds for wildlife protection, which is in line with the development trend of Western ecological awareness. CHOW TAI FOOK links sustainability with cultural conservation, recycling 15 tons of gold each year and restoring the filament process through a UNESCO partnership. Its charitable fund is committed to solving social problems such as poverty and education, echoing China’s collectivism. Tiffany’s efforts focus on global ecological impact, whereas CHOW TAI FOOK’s initiative strengthens national cultural pride and shows how sustainable development strategies reflect regional priorities.

Tiffany has been committed to sustainability since 1995, promoting sustainable development through traceability and craftsmanship. In raw material procurement, Tiffany actively participates in the certification and standards of the Global Responsible Jewelry Council (Responsible Jewellery Council), ensuring that its precious metals meet sustainability criteria. It also provides relevant information on its official website, sharing the diamond sourcing and manufacturing processes with customers. Additionally, Tiffany actively promotes sustainable travel worldwide, encouraging employees to use public transportation and implementing various measures to reduce carbon emissions, conserve energy, and save water resources (Yan & Liu, 2019). Tiffany is committed to achieving net-zero emissions by 2040, advancing sustainable architecture and eco-friendly packaging. In terms of social responsibility, Tiffany engages in charitable activities through corporate philanthropy, the Tiffany Foundation, and Tiffany Care. It raises funds through auctions and other events to support organizations in areas such as coral conservation, responsible mining, urban parks, and decorative arts. Furthermore, Tiffany supports employee personal growth by providing excellent working conditions, benefits, and development opportunities, ensuring that all employees receive fair and transparent treatment.

As an industry leader, CHOW TAI FOOK has been unwavering in its commitment to sustainable development. In raw material procurement, CHOW TAI FOOK emphasizes the ethics and sustainability of its supply chain, ensuring that all gemstones and metals come from sources that meet global standards and eliminating the use of illegal or unethical methods. Moreover, green production measures, including chemical treatment, waste reduction, and wax recycling, have been adopted to develop harmless organic solvents to reduce the environmental impact during the production of gold. In terms of social responsibility, CHOW TAI FOOK has also established the “CHOW TAI FOOK Charity Fund” with the China Charity Federation, launching public welfare projects in areas such as poverty alleviation, assisting disabled and elderly individuals, disaster relief, and children’s education and training. Over the years, CHOW TAI FOOK has donated funds to help nearly one hundred people in fields such as education, healthcare, child protection, environmental conservation, and urban construction, with a total amount exceeding nine billion yuan. Additionally, CHOW TAI FOOK respects and cares for its employees, providing a good working environment and career training opportunities while promoting an equal and fair employment culture.

## 6. Measures Taken by Chinese Jewellery Enterprises to Implement Brand Strategies

### 6.1 Following the Market Trend and Clarifying Brand Positioning

Tiffany and CHOW TAI FOOK both have distinct and deeply ingrained brand images, as well as clear target markets, showcasing the cultural heritage of different countries. Through continuous innovation, they touch hearts with their design works. Therefore, Chinese jewelry brands must adopt a dynamic positioning strategy that balances cultural heritage and contemporary needs. For example, CHOW TAI FOOK reshaped its brand image by launching the “ING fashion” series for Gen Z consumers. Through market research, we identified young buyers’ preferences for lightweight, customizable gold jewellery and launched a minimalist

design of 1,000 to 3,000 yuan, increasing the youth market share. Similarly, CHOW TAI FOOK's wedding series branding has achieved its own differentiation by leveraging China's 12 million marriages each year. It has launched an artificial intelligence-driven engagement ring “virtual try-on” tool, integrating cultural symbols such as “double happiness” into modern design. These examples illustrate how localized insight and agile repositioning resist foreign competition.

## 6.2 Strengthening Channel Construction and Expanding New Markets

Tiffany and CHOW TAI FOOK both actively expand into new markets, promote international exchanges, and provide diversified product portfolios and brands according to market needs. Under omnichannel marketing, they continuously increase their influence. However, CHOW TAI FOOK places greater emphasis on expanding its physical stores, covering a wider area and consumer base through chain stores in major commercial centers, shopping malls, and pedestrian streets, as well as setting up counters with local partners. Tiffany also has a physical store layout but focuses more on expanding online channels. In the era of new media, information volume surges, and traditional single-channel marketing methods fail to effectively stimulate consumer purchasing desire. By leveraging the internet to facilitate information exchange between various marketing media, the reach of jewelry brand marketing has continuously expanded. During promotions, platforms such as Weibo and WeChat can be utilized, taking advantage of their fast dissemination speed and wide coverage to continuously promote brand culture, new jewelry designs, and design concepts. Various formats, such as microvideos and live broadcasts, can comprehensively and in detail showcase the latest jewelry designs, rapidly spreading brand promotional content. Additionally, regular promotional activities at physical stores or counters can increase customer engagement. Community platforms can also be used to establish special sections, encouraging netizens to participate in discussions related to specific themes and maximizing the effectiveness of promotional efforts. Combining multiple multimedia forms enhances the exposure of jewelry brands and subtly influences consumers.

Omnichannel strategies must balance physical presence and digital innovation. CHOW TAI FOOK's 5,764 stores (Xiao, 2022) in China act as cultural hubs, where AR mirrors enable virtual try-ons of wedding collections, driving 30% of in-store engagement. Simultaneously, its Tmall Luxury Pavilion livestreams, featuring limited-edition zodiac bracelets, generated ¥1.2 billion in 2023 sales. Tiffany, while maintaining flagship stores in luxury hubs such as Fifth Avenue, prioritizes digital exclusivity—its 2022 NFT drop “CryptoPunks x Tiffany” allows token holders to redeem physical pendants, increasing web traffic. Chinese brands should similarly tier their channels: flagship stores for experiential branding (e.g., tea ceremonies with jade displays) and Douyin livestreams for flash sales targeting lower-tier markets.

## 6.3 Seeking Reasonable and Scientific Strategies Around the Characteristics of Products

Tiffany and the CHOW TAI FOOK both have unique design philosophies and styles, representing the fusion of Eastern and Western cultures. They continuously innovate, infusing vitality into their jewelry brands through creativity. However, CHOW TAI FOOK's style is more traditional, emphasizing craftsmanship and texture, focusing on emotional connections with consumers, and launching fashionable seasonally limited-edition styles according to seasons and trends. In contrast, Tiffany's product design is more modern and distinctive, highlighting taste and depth, with a focus on classic and traditional designs. Owing to the homogenization of jewelry products, many items from different jewelry companies lack distinctiveness in style, positioning, and craftsmanship, making it difficult to meet the needs of consumers at various stages. To prevent this type of mass-market product from emerging, it is essential to emphasize the individual development of jewelry products. Jewelry production plans should be tailored to the needs of consumers at different stages, with a focus on aspects such as lifestyle appeal, trendy characteristics, and unique aesthetic experiences. In China, many mass-market products and services lack distinct features, yet they often emphasize extensive promotion. The main issue lies in the failure to fully consider the uniqueness of jewelry brands, which should appropriately highlight individuality to strengthen the brand's products.

Avoiding homogenization requires culturally anchored innovation.” Tiffany HardWear” series (2017) integrates the industrial chain with pearls, reflecting the urban edge of New York, whereas Paper Flowers collection (2018) uses a minimalist titanium design to attract millennials, increasing youth sales. CHOW TAI

FOOK counterattacked with a heritage-driven technique, its “National Heritage” series revived the filament inlay process and produced matte ornaments that replicated the aesthetics of the Ming Dynasty.

#### 6.4 Increasing the Content Marketing Ability of Brand IP

Tiffany and CHOW TAI FOOK both attempt to build emotional connections with consumers through brand stories and marketing activities, thereby enhancing their brand image and market competitiveness. However, the difference lies in the fact that Tiffany's brand story emphasizes the pursuit of detail and craftsmanship, as well as its connection to romance and precious moments. In contrast, CHOW TAI FOOK's brand image and story focus more on conveying emotional values such as family ties, love, and friendship, highlighting the value of family and emotions. The mediaization of enterprises, contentization of products, scenarization of operations, and platformization of resources are fundamental requirements for contemporary SMEs in current business development. These principles also apply to state-owned enterprises adapting to trends in content marketing and event marketing. Brand content marketing must pay attention to several aspects: elementality, storytelling, cultural significance, fashionability, artistry, knowledgeability, and practicality. Elementality refers to the numerous elements that make up product content, and the most typical few can even become the image ambassadors of a brand or IP. Therefore, companies must be adept at identifying key elements that best align with their positioning and corporate culture, thus achieving contentization, visualization, and commercialization of products. Cultural significance, fashionability, artistry, and knowledgeability are crucial factors in content marketing, and they are particularly effective in capturing target customers' attention. By consistently developing and enhancing these aspects, it is believed that a series of products that closely resonate with the target market and are commercially viable will emerge within the brand.

The emotional narrative must bridge history and modernity. Tiffany's 1961 film, *Tiffany's Breakfast*, is still a marketing cornerstone. Recently, through the Instagram scroll extension of Audrey Hepburn's inspired necklace, Generation Z was launched in 2023. CHOW TAI FOOK's Experience Store in Beijing integrates the theme of the Forbidden City with interactive display. Customers engrave the family motto on the golden lock; this activity has increased walking traffic and social media mentions. Chinese brands should replicate this by shooting mini-documentaries in artisan workshops or holding KOL-led cultural treasure hunts' in historical monuments.

#### 6.5 Accelerating the Transformation and Upgrading of Traditional Jewelry Enterprises

Most jewelry companies operate primarily as family businesses. In the face of changes and developments in the market economy, traditional jewelry companies first need to change their business philosophy. They should establish corporate alliances and abandon the notion of going alone. Moreover, with the gradual upgrading of modern enterprise management systems and the separation of ownership and management rights, the role of professional managers is crucial in modern management models. Jewelry company managers must understand how to coordinate human resource development and build a bridge within the internal management system, forming a performance evaluation mechanism for modern enterprises (Li, 2020). Modernization requires the integration of ethics and technology. Tiffany's blockchain-based diamond traceability system launched in 2020 allows customers to scan QR codes to understand procurement details, enhancing the trust of eco-conscious buyers, which is a factor behind ESG investment growth. CHOW TAI FOOK's “Green Gold” plan recycles 15 tons of gold every year, reducing its dependence on mining, and its AI-driven “D-ONE” platform realizes real-time customization of zodiac pendants, shortening the design cycle from 3 weeks to 3 days. Chinese enterprises must take similar measures: deploying blockchain for jade certification or artificial intelligence tools to predict regional design trends.

### 7. Conclusions

A brand is the image, symbol, and comprehensive capability of a successful enterprise, serving as a crucial intangible asset. The implementation of an effective brand strategy aims to increase brand value and market competitiveness. By comparing Tiffany and CHOW TAI FOOK in five aspects—brand positioning, brand expansion, product strategy, brand image and identity, and sustainable development strategies—it is



found that both have both unique and common characteristics in their brand strategy choices. The successful experiences derived from this analysis can be applied to other domestic jewelry brands, providing them with reference and guidance. Only through various means, by integrating resources and genuinely and reasonably designing and innovating unique jewelry brands, can China's jewelry industry accurately position its brand, consistently improving its brand image, broadening perspectives, and fostering innovative brand awareness. This will enhance the global competitiveness of Chinese jewelry brands and promote the long-term healthy and steady growth of China's jewelry industry.

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