

JEWELRY

Tiffany to launch new collection in Lady Gaga-fronted Super Bowl commercial

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Lady Gaga for Tiffany & Co.'s *Legendary Style* campaign; Photo by Hanna Besirevic

By STAFF REPORTS

U.S. jeweler Tiffany & Co. will debut a new fashion jewelry collection during a 60-second television spot premiering during Super Bowl LI on Sunday, Feb. 5.

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In a first for the brand, Tiffany's commercial will feature singer Lady Gaga, who will also perform during the Super Bowl Halftime Show. Part of the Grace Coddington-produced "Legendary Style" campaign ([see story](#)), the commercial will promote Tiffany's new Tiffany HardWear collection.

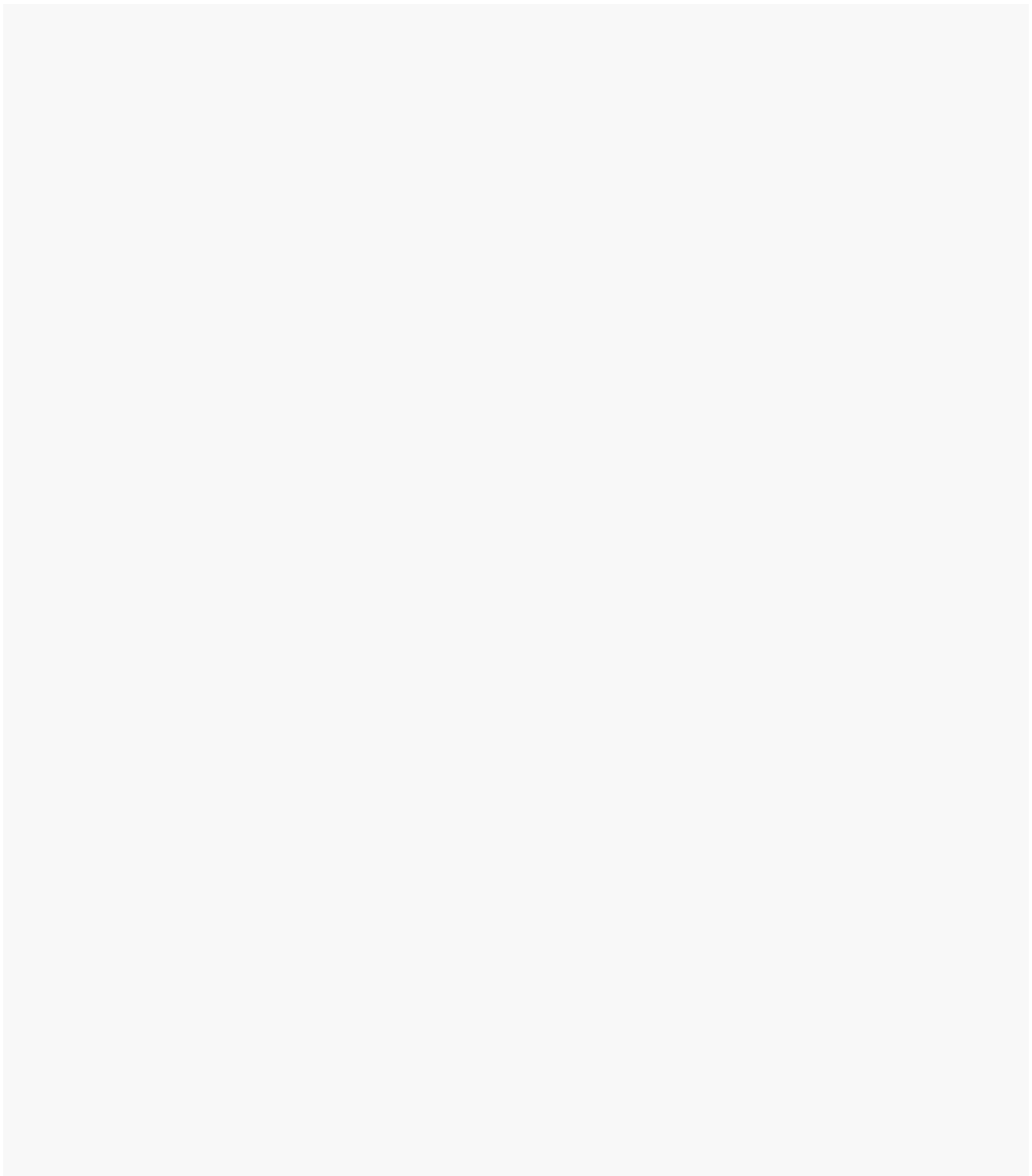
A Super Bowl minute

Tiffany chose to work with Lady Gaga as a personification of its New York attitude. The singer is known as "fiercely feminine and fearlessly original," qualities that reflect Tiffany's campaign message of female confidence, beauty and substance.

The minute-long commercial shot by David Sims will air during Super Bowl LI this coming Sunday and will make its debut on Tiffany.com that day as well. In the spring, the stills will appear across Tiffany's print and digital channels.

"In New York, you're born knowing that Tiffany is the best, and that it is where the magic happens," Lady Gaga said in a brand statement. "The brand is definitive and iconic, yet continues to push and evolve with the times. To me, Tiffany represents timeless American jewelry."

Tiffany's HardWear collection will be available in-stores worldwide April 28 and online May 2. Limited and exclusive pre-orders will start following the commercial's airing Feb. 5.



We're excited to announce that the legendary @ladygaga is the face of our new campaign, debuting this spring. As fiercely feminine as our new #TiffanyHardWear collection, she captures the power and energy of New York. #LadyGaga #LegendaryStyle #Tiffany #TiffanyAndCo

A photo posted by Tiffany & Co. (@tiffanyandco) on Jan 31, 2017 at 9:00am PST

The collection includes bold pieces in 18-karat gold and sterling silver and was inspired by a Tiffany unisex bracelet from 1971. The Tiffany HardWear line will include earrings, rings, necklaces and pendants that are both urban and elegant.

"For more than 180 years, the world's chicest women have chosen Tiffany jewelry as a powerful expression of who they are," said Caroline Naggiar, chief brand officer of Tiffany & Co. "This campaign celebrates Tiffany's rich legacy and the modernity of Tiffany style.

"Lady Gaga, and her originality, creativity and courage, reflects the spirit of this collection," she said.

While this will be the first time Tiffany has developed a commercial for the Super Bowl, the jeweler has had a relationship with the sporting event for 50 years by handcrafting the sterling silver football-shaped Vince Lombardi Trophy awarded to the Super Bowl champion.

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