

JEWELRY

Tiffany breaks out historic diamond for red carpet moment

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The Tiffany Diamond as worn by Lady Gaga. Image courtesy of Tiffany & Co.

By STAFF REPORTS

Jeweler Tiffany & Co. lent performer and brand ambassador Lady Gaga its eponymous 128.54-carat yellow diamond for her appearance at the 91st Academy Awards on Sunday.

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The Tiffany Diamond, a 141-year-old stone, was last worn by Audrey Hepburn during a photo shoot for the film "Breakfast at Tiffany's." For Tiffany, this latest appearance of the diamond helped to further link the jeweler with Hollywood history, as Lady Gaga took home an Oscar while wearing it.

Red carpet debut

The Tiffany diamond features 182 facets. It is one of the largest yellow diamonds in the world.

This latest appearance of the diamond marked the first time that the stone has graced a red carpet during an awards show.

The diamond was set in a platinum necklace featuring alternating cushion cut and round diamonds.

Lady Gaga paired the diamond necklace with two different black dresses, changing into a second voluminous gown to perform.

"The chance to work with such an amazing piece of design and history tonight is a creative dream come true," said Sandra Amador and Tom Eerebout, Lady Gaga's stylists, in a statement. "There are so many beautiful jewels in the world, but the radiant Tiffany diamond, which weighs over 128 carats, is truly exceptional, which is just so fitting for Lady Gaga."

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Like never before. @ladygaga takes the 2019 #Oscars red carpet wearing the priceless Tiffany Diamond one of the largest and finest Fancy Yellow diamonds in the world. Released from the vault specifically for Lady Gaga, this marks the first time in history that the legendary Tiffany Diamond has graced an awards show red carpet. The star is nominated for two Academy Awards: Best Actress in a Leading Role and Best Original Song both for the motion picture "A Star is Born." #LadyGaga #AStarIsBorn #ATiffanyDiamondADay #TheTiffanyDiamond

A post shared by Tiffany & Co. (@tiffanyandco) on Feb 24, 2019 at 6:57pm PST

Instagram post from Tiffany & Co.

The singer and actress was nominated for her lead role in "A Star is Born." She was also nominated for the original song "Shallow" from the same picture, for which she took home an Oscar.

In 1877, the Tiffany diamond was unearthed in the Kimberly Mines in South Africa. Tiffany's founder Charles Lewis Tiffany bought the stone a year later.

"Lady Gaga is the ultimate creator, innovator and rule breaker, and I'm thrilled that she will be wearing the legendary Tiffany diamond on the awards show red carpet for the first time since it was discovered 141 years ago," said Reed Krakoff, chief artistic officer for Tiffany & Co., in a statement.

Lady Gaga has previously been at the center of other televised moments for the brand.

Tiffany debuted a new fashion jewelry collection during a 60-second television spot premiering during Super Bowl LI in 2017.

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

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