

FOOD AND BEVERAGE

# Jay-Z's Monogram unites art, culture for cannabis campaign

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Image from part one of Monogram's latest campaign. Image credit: Monogram

By LUXURY DAILY NEWS SERVICE

As recreational cannabis legalization efforts continue throughout the United States, record producer and music mogul Shawn "Jay-Z" Carter and his cannabis brand Monogram have launched the first installment of a three-part campaign, aiming to lift the stigma associated with the industry.

For the campaign, Monogram has reimagined the work of renowned mid-century American photographer Slim Aarons through a contemporary lens. The brand tapped Hype Williams, known for capturing striking images of modern hip hop and culture, to depict what the "good life" looks like today: a life in which cannabis has the right to exist.

"The perception around cannabis has shifted a lot since the 20th century," Mr. Williams said in a statement. "If you were to ask me and my peers how we'd define the good life today, [cannabis] would definitely be a part of it."

"Whether we're smoking to inspire creativity or to celebrate an achievement, cannabis has a rightful place in modern day culture," he said. "[Jay-Z] has a vision for the industry that he's bringing to life through Monogram, and his focus for this campaign was to showcase how beautifully cannabis fits into the good life today."

## Reimagining the good life

Mr. Aarons devoted his work to capturing attractive people in attractive places. His photography has since become equated to mid-century luxury, beauty and leisure.

For the Monogram campaign, Mr. Williams reimagined several of these images, such as "Keep Your Cool," "Desert House Party," "Poolside Glamour," "Leisure and Fashion" and more. The imagery aims to illustrate the dynamic, expanding landscape of modern luxury and how it intersects with a new chapter in cannabis culture.

Shot at the Frank Sinatra House in Palm Springs, Monogram recreated and recast a series of Mr. Aarons' notable poolside vignettes, starring a diverse group of models styled by [Hignobility](#) creative director Corey T. Stokes.

Featured personalities include Grammy-nominated artist Chika, New York-based trio of culinary experts and activists Ghetto Gastro, rapper and songwriter Curren\$y, designer and stylist Aleali May and fashion model Slick Woods.



*Cast members play a game in the pool with Monogram products. Image credit: Monogram*

The cast is depicted lounging on floats and relaxing in outdoor spaces with Monogram products in hand, aiming to redefine a new good life.

Further installments of the campaign will be introduced later this year, coinciding with the debut of "Slim Aarons: Style" a literary work exploring the fashion and style represented throughout the photographer's work.

Studies over the last few years have shown that young affluents are becoming increasingly invested in cannabis consumption.

According to a 2019 Quinnipiac University poll, 85 percent of millennials ages 18 to 34 say they support the legalization of cannabis.

The Brightfield Group, a market research company focused on the cannabis sector, reports that millennials are the largest group of cannabis consumers and they purchase more expensive, high-quality legal products than any other cohort ([see story](#)).

In 2018, Emerging Insider found that the majority of high-net-worth cannabis consumers would prefer to spend a large sum for high quality, luxury cannabis experiences.

Whether that be in the form of rare strains of the plant or in custom, luxury equipment for consuming cannabis, 74 percent of consumers said they would spend \$300 or more on cannabis and 30 percent said they would spend up to \$1,000 ([see story](#)).

The campaign is currently on display across all major U.S. markets including New York State, which recently legalized adult use of cannabis on March 31. Billboards and wallscapes featuring the photography can be found throughout New York City, further emphasizing Monogram's effort toward destigmatizing cannabis and driving progress for the industry.

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