

JEWELRY

Tiffany & Co. stands with LGBTQ+ community for Pride Month

June 2, 2021



"Stand for Love" is the jeweler's new Pride Month campaign. Image credit: Tiffany & Co.

By SARAH RAMIREZ

U.S. jeweler Tiffany & Co. is celebrating Pride Month with a personal new campaign starring New Yorkers who are members of the LGBTQIA+ community.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

"Stand for Love" asks individuals and couples what they stand for and how they stand for love. The vignette encapsulates how the jeweler has closely been associated with different forms of love.

"The journey to self-love is rarely amplified but often said to be a prerequisite to finding true love," said Casey Golden, founder and CEO of [Luxlock](#), New York. "Tiffany & Co. should stand for love, all love.

"If this campaign is a peek into a consistent brand narrative of inclusion and community empowerment, it's a worthy direction," she said.

For love

The film shows different people posing and speaking directly to the camera about their personal beliefs about love and inclusivity, among other subjects. A simple gray backdrop allows everyone's personality to shine, as do the Tiffany pieces they each wear.

"The commercial didn't bring too much attention to the individual jewelry pieces or their typical gender assignments, with males wear this versus females wear that, as all the pieces were designed to be gender neutral," said Romey Louangvilay, communications director at [ELMNTL](#), New York. "Tiffany & Co. didn't put the people or its pieces in a box."

Instead, the campaign is centered on individuals' own words.

Everyday LGBTQ+ New Yorkers appear in the Tiffany & Co. campaign

"I stand for rebellion, for being fearless," says Morgin, a musician and writer from the Bronx. According to [Tiffany & Co.'s campaign page](#), she was one of the first trans women to receive state-funded sex reassignment surgery in New York.

Morgin is one of several New York activists centered in the film, which was directed by Will Schluter.

"I really like that Tiffany & Co. used New Yorkers who are part of the LGBTQ+ community, and the brand didn't use stereotypical images of what other people perceive this community is like," Mr. Louangvilay said. "Tiffany & Co. used ethnically and body diverse community members to represent the community in New York."

Many of the proclamations are announced as voiceovers, instead of being spoken directly to the camera. This creates an effect akin to a chorus, with consensus building as the exclamations such as "I stand for those who came before me" and "I stand for how much we have in common" speed up.

In addition to simple poses, some participants are seen dancing or embracing one another. As the film closes, some of the couples exchange tender kisses while others proclaim, "I stand for love."

Tiffany & Co. is also rolling out social media posts featuring the participants with the hashtag #StandForLove. Along with the campaign page, these posts highlight the individuals and offer more authentic details about their experiences and perspectives.

[View this post on Instagram](#)

A post shared by Tiffany & Co. (@tiffanyandco)

Tiffany & Co. is extending the campaign rollout on social media

"Campaigns are not enough; consumers expect meaningful purpose and community impact on all channels all the time," Ms. Golden said. "Authenticity is grounded in action. Pride Month is a celebration of what the brand has done to support the community, how it makes an impact and an opportunity to amplify the company's commitment to breaking down stigmas and encouraging diversity."

As part of the Pride Month effort, the jeweler, through its LGBTQIA+ Employee Resource Group, has made charitable donations to two New York-based nonprofit organizations. The Ali Forney Center works with LGBTQ youth experiencing homelessness and SAGE offers services to LGBT elders.

"It's always a good thing when brands acknowledge an issue important to its customer," Mr. Louangvilay said. "For too long, iconic brands usually remained silent on various issues, so for a brand like Tiffany & Co. to acknowledge Pride Month is important as it also signals that brands need to listen to the concerns of their customers."

Put a ring on it

The Pride campaign comes as Tiffany & Co. continues to reveal more extensive efforts since its acquisition by French luxury conglomerate LVMH Moët Hennessy Louis Vuitton.

In one recent appeal to diverse consumers, Tiffany & Co. recently introduced its first men's engagement rings, inviting men across the world to celebrate their love with a Tiffany diamond. The jeweler's first diamond engagement ring designs for men symbolize a modern egress from a traditional wedding band ([see story](#)).

The brand also explored the different lives that touch its diamonds in a new film series.

The "Journey of a Tiffany Diamond" series spotlights consumers and employees of the jeweler from around the world, while highlighting its ethics and traceability practices. Although illustrating the different lives of those connected to Tiffany diamonds, each short film is an emotional and intimate look into the thoughtfulness behind each piece ([see story](#)).

"Heritage brands have more than 100 years of brand equity to make powerful statements and make a powerful impact," Ms. Golden said. "Tiffany & Co. is well suited to amplify and celebrate love, tracing the journey with love stories as they share the journey of a Tiffany diamond."

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.