

JEWELRY

Tiffany & Co. welcomes actors Tracee Ellis Ross, Anya Taylor-Joy as new ambassadors

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Tracee Ellis Ross, Anya Taylor-Joy and Eileen Gu for Tiffany. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is adding to its global ambassador lineup as it continues to move in a new creative direction.

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Actor and entrepreneur Tracee Ellis Ross, actor Anya Taylor-Joy and skier and model Eileen Gu will make their **Tiffany** debuts in the "Give Me the T" campaign, launching on June 15. Shot by Mario Sorrenti, the campaign features the minimalist and contemporary Tiffany T1 collection.

Give Me the T

The jeweler first introduced the Tiffany T collection in 2014, with bracelets, necklaces and rings featuring the "T" motif seen in the brand's designs since the early 1980s. The collection has also expanded into the T1 line, which adds beveled edges and diamonds to the simple designs.

Ms. Ross, Ms. Taylor-Joy and Ms. Gu will appear in individual vignettes centered around the letter T. They will layer new designs, such as a T1 choker with more than 13 carats worth of diamonds, with other T1 pieces.

Tracee Ellis Ross for Tiffany & Co.

"Growing up, I would often wander through the flagship store on Fifth Avenue, imagining myself as a grown woman wearing the bold elegance of Tiffany's signature diamonds," Ms. Ross said in a statement. "All these years later, to be the face of this iconic brand and to represent the T1 collection is a dream come true.

"Shooting the campaign was a welcome moment of inspiration and glamour after the challenging year that we've all experienced," she said.

Ms. Gu and Ms. Taylor-Joy, who wore Tiffany diamonds throughout awards season earlier this year, will also appear in a second campaign shot for the jeweler. They will be joined by model Alton Mason.

Similar to "Give Me the T," "Knot Your Typical City" was shot in New York by Mr. Sorrenti. It will promote a new collection from the jeweler, which will debut in North America this fall and globally in 2022.

Earlier this spring, Tiffany & Co. named Ros, member of the popular K-pop group Blackpink and solo artist, as a new global ambassador. In her first images as the face of the HardWear campaign, the K-pop star wore 18K gold gauge link necklaces and earrings with pav diamonds ([see story](#)).

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