

JEWELRY

Tiffany highlights authentic, diverse love stories with digital narrative

June 23, 2021



Yin Chang (right) and Moonlynn Tsai met in Los Angeles before moving to New York. Image credit: New York Times

By NORA HOWE

LVMH-owned jeweler **Tiffany & Co.** is expanding on its celebration of love with a new digital campaign featuring the stories of four couples in New York.

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

In a continued effort to promote all forms of love in support of the LGBTQIA+ community, the jeweler collaborated with *New York Times* Advertising to share four personal love stories that reflect multidimensional ways of experiencing and expressing love. The "Love, Always" **campaign** will live in a custom landing page and branded audio segments will air on the *New York Times*' Modern Love podcast through Sept. 15.

"I loved the prompt from Tiffany & Co. and how they wanted to show the evolution of the brand how there's not just one straight path to being in a romantic relationship," said Claudine Ko, editorial lead on the campaign and culture editor at **T Brand**, New York. "They want to champion love in all its forms."

"I also appreciated how they didn't try to spin any of our subjects' stories," she said. "In fact, they didn't ask to change a single word in any of the essays."

Love, Always

Launched on June 1 to celebrate the beginning of Pride Month, the brand's "Stand for Love" campaign asked individuals and couples in New York what they stand for and how they stand for love.

The vignette encapsulated how the jeweler has closely been associated with different forms of love, showcasing diverse members of New York's LGBTQ+ community posing and speaking directly to the camera about their personal beliefs about love and inclusivity ([see story](#)).

In continuation of this effort, and inspired by the *New York Times*' Modern Love column, Tiffany and *New York Times* Advertising are hoping to capture readers' attention through intimate narratives that resonate with the community.

The first story, written by filmmaker Sian-Pierre Regis, explores the narrative of his life as a young gay man whose boyfriend, Sam, moves into his Chelsea loft with Mr. Regis' mother, Rebecca.



Sian-Pierre Regis and Sam Moll in their apartment in Chelsea. Image credit: New York Times

Mr. Regis explains that he invited his mother to move in with him when she was forced out of her Boston home during the pandemic. Although he was adamant about helping his mother land on her feet, Mr. Regis' financial concerns grew as he would no longer be receiving the monthly contributions by his previous roommates.

He recounts one night when Sam suggested he move into the apartment to help mitigate the cost of rent, relieving Mr. Regis of a massive financial burden. The two became domestic partners this spring.

The second, written by editor Bill Van Parys, tells the story of how Mr. Van Parys and his husband, Doug, became connected, drawing parallels between their relationship and the transformation of Fire Island, a longstanding beach haven for the LGBTQIA+ community.

"Every season, with hurricanes, Fire Island experiences loss, but with the next wave, beauty," Mr. Van Parys writes. "When the leafy hideaway we purchased in 2011 turned barren following [Hurricane] Irene's surge, the beloved couple next door consoled us with venerable island wisdom: you start out enamored by what's there, ache over what nature strips away, then learn to love what surfaces in return."

Although he despised the concept of marriage in his younger years, Mr. Van Parys and Doug walked into the Tiffany flagship store on Fifth Avenue, purchased wedding bands and were married in 2015 in their Manhattan apartment.

The third story, written by Taiwanese-American actress Yin Chang, explores the contention between a same-sex relationship and a family's traditional values. Ms. Chang met her girlfriend, Moonlynn, at a restaurant in Los Angeles, but reconnected at Burning Man, an annual event held in the desert that focuses on community, art, self-expression and self-reliance.

Both women were met with love and acceptance when informing their immediate families of the new romantic relationship, but were ultimately expected to remain quiet around their more traditional relatives.

Nearly five years into the relationship, Ms. Chang's father told their relatives the truth about his daughter's relationship. He admitted to initially thinking that the best way to protect his daughter was to hide her relationship, but now Ms. Chang's relatives ask when she and Moonlynn will marry.

The final narrative, written by writer and activist Rebecca Willa Davis, features a woman who never dreamed of marriage deciding to propose to her boyfriend.



As part of her proposal, Ms. Davis created a custom heart-shaped vinyl record for her boyfriend. Image credit: New York Times

Raised to challenge gender norms and social expectations, Ms. Davis rejected the convention of matrimony, often rolling her eyes at the idea, until she met Stephen. She writes that, although Stephen eschewed most conventions, marriage was important to him, thus it became important to her.

Ms. Davis planned and considered how to propose to Stephen for nine months and eventually did so in a private karaoke room in November 2019.

The "Love, Always" campaign will run across branded digital, social and audio channels through the end of the summer.

Love stories

Reeling from an emotionally and physically exhausting year, brands seem to be reevaluating what matters in life, and the human condition surrounding love and friendship is at the top of mind.

In April, Tiffany released four 15-second videos as part of a sentimental campaign promoting its Tiffany T collection, each one dedicated to an emotion that consumers can find within themselves and the world. The vignettes were inviting and exciting, aiming to inspire relatable and inspiring feelings in consumers ([see story](#)).

Beauty brand Este Lauder also turned to the *New York Times* branded content studio for its "Dare to Love" digital campaign powered by audio-based creative storytelling.

Featuring global brand ambassador Ana de Armas ([see story](#)) to promote its newest fragrance Beautiful Magnolia eau de parfum, Este Lauder partnered with T Brand and YouTube BrandConnect in a first-to-market collaboration.

With the partnership, the brand aimed to expand the representation of love through fictional stories within audio spots in the Modern Love podcast. Este Lauder developed a disruptive, digital-first custom storytelling extension to engage and excite consumers via the platform.

The campaign was brought to life through four custom audio spots about four types of love written by author and activist Rebecca Walker, writer Alejandra Castro-Castillo, writer and director Em Weinstein and writer and photographer Taiye Selasi ([see story](#)).