

JEWELRY

Tiffany taps Beyonc, Jay-Z for new campaign

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Beyonc Knowles photographed for the September issue of Harper's Bazaar. Image credit: Harper's Bazaar

By LUXURY DAILY NEWS SERVICE

LVMH-owned jeweler Tiffany & Co. has recruited music legends Beyonc Knowles and Jay-Z for its upcoming advertising campaign.

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To garner traction, the New York-based jeweler is sponsoring the September issue of Harper's Bazaar, which prominently features Ms. Knowles on the cover. As the "Halo" singer turns 40 in September, the publication is focusing on her evolution as a cultural and musical icon.

"I'm at a point where I no longer need to compete with myself," Ms. Knowles tells the magazine. "I have no interest in searching backwards. The past is the past."

Reflecting at 40

For the cover feature, Ms. Knowles is seen in an assortment of imagery wearing Tiffany pieces, including an oversized pendant seen in the cover photo itself.

Reflecting on the last 40 years, the singer breaks her life down into phases.

"The first decade of my life was dedicated to dreaming," she tells Harper's Bazaar. "Because I was an introvert, I didn't speak very much as a child, and spent a lot of time in my head building my imagination.

"I am now grateful for those shy years of silence," she admits. "Being shy taught me empathy and gave me the ability to connect and relate to people."



The September cover of Harper's Bazaar. Image credit: Harper's Bazaar

While Ms. Knowles has certainly come out of her shell, she considers how those awkward, shy years allowed her to dream. She also reflects on being a Black woman in the entertainment industry.

"When I was on the stage, I felt safe," Ms. Knowles continues. "I was often the only Black girl, and it was then that I started to realize I had to dance and sing twice as hard.

"I had to have stage presence, wit and charm if I wanted to win," she says. "I started taking voice lessons from an opera singer at nine, and by 10, had already recorded at least 50 or 60 songs in the recording studio."

Tiffany has been adding some familiar faces to its catalog, as it continues to move in a new creative direction.

In June, the brand added actors Tracee Ellis Ross and Anya Taylor-Joy to its global ambassador lineup, who made their Tiffany debut in the "Give Me the T" campaign ([see story](#)).

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