

JEWELRY

Tiffany & Co. launches About Love campaign starring Beyonc, Jay-Z

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The "About Love" campaign starred Beyonc and Jay-Z. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

LVMH-owned jeweler Tiffany & Co. is spotlighting one of the most famous couples in the world in its newest campaign, "About Love."

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Music legends and married couple Beyonc Knowles and Shawn Carter, known professionally as Jay-Z, star in the new campaign, a shared vision between the musicians and jeweler, depicting the universal beauty of love. This is the couple's first campaign together, with their love story illuminated by the Tiffany Diamond and the backdrop of Jean Michel Basquiat's "Equals Pi."

"Beyonc and Jay-Z are the epitome of the modern love story," said Alexandre Arnault, executive vice president of product and communications at Tiffany & Co., in a statement. "As a brand that has always stood for love, strength and self-expression, we could not think of a more iconic couple that better represents Tiffany's values."

About Love

The "About Love" campaign aims to explore connection and vulnerability. A new photo from the campaign features Mr. Basquiat's "Equals Pi," directly behind the couple, marking the piece's first public appearance.

In the campaign imagery, Jay-Z can be seen looking adoringly at Ms. Knowles who is wearing the iconic yellow Tiffany Diamond. Ms. Knowles is wearing a black dress that is both a modern approach and poetic ode to the dress actress Audrey Hepburn wore in the film "Breakfast at Tiffany's" in 1961.

This is the first time in history that the Tiffany Diamond, weighing 128.54 carats, has been worn in a campaign.

Additional campaign imagery also shows Jay-Z wearing the Jean Schlumberger's Bird on a Rock brooch reconstructed as a pair of one-of-a-kind cuff links.

The Carters for Tiffany & Co. [#AboutLove](#) [#TiffanyAndCo](#)

Estate of Jean-Michel Basquiat. Licensed by Artestar, New York pic.twitter.com/bTGZUts4DU

Tiffany & Co. (@TiffanyAndCo) [August 23, 2021](#)

Tiffany & Co. has also released a six-second clip of Jay-Z filming a laughing Ms. Knowles with a Super Eight 8 camera. This is a glimpse into the film Tiffany & Co. plans to release from director Emmanuel Adjei, featuring a performance of the song "Moon River" from Beyonc, a song originally made famous from the 1961 movie starring Ms. Hepburn.

The film, shot at the Orum House in Los Angeles upon the couple's selection, will feature Mr. Basquiat's work and an air of nostalgic flashbacks that one would associate with any great love. The film will be released Sept. 15 on Tiffany.com, and "About Love" launches globally in print on Sept. 2.

As part of Tiffany's partnership with Ms. Knowles and Jay-Z, the jeweler is pledging a \$2 million commitment towards scholarship and internship programs for Historically Black Colleges and Universities (HBCUs).

In announcing its new partnership with the music legends, Tiffany & Co. sponsored the September issue of Harper's Bazaar, which prominently features Ms. Knowles on the cover. 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 ([see story](#)).

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