

JEWELRY

Tiffany spotlights New York, young ambassadors in Knot campaign

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Actor Anya Taylor-Joy and model Alton Mason star in a Tiffany Knot campaign with New York City as the ultimate backdrop. Image credit: Tiffany & Co.

By KATIE TAMOLA

LVMH-owned jeweler Tiffany & Co. and its newest ambassadors are taking New York by storm in a celebration of the Tiffany Knot.

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In a collection of short films, ambassadors Anya Taylor-Joy, Alton Mason and Eileen Gu each joyfully traverse the greatest city in the world with their new favorite accessory. The entertaining and inviting campaign captures the spirit of Manhattan, showcasing it alongside the elegance of the jeweler's new offerings.

"I think these spots will reset what Tiffany & Co. means and how diverse it can be as a brand," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York. "It is a classic company, but it understands the value and the importance of creating an assortment that fits anyone who wants to bring the brand into their own style."

"Showcasing each of the ambassadors who have various pieces that are being worn, allows viewers to see the options that are there and gives them the encouragement to continue to push the boundaries on their own personal style."

Knots across the city

Tiffany & Co. decided to use its hometown as its stage, releasing three short videos celebrating the Knot collection with the clever hashtag, #KnotYourTypicalCity.

Beginning with actor Anya Taylor-Joy's ventures through Manhattan, as she actress struts across a crosswalk in the middle of the bustling city.

The vignette begins in black and white then transforms into color as passersby react to Ms. Taylor-Joy's confident and alluring presence, showcasing the Tiffany Knot double row necklace in yellow gold.

Anya Taylor-Joy stops pedestrian traffic while fashioning a Tiffany Knot necklace

Ms. Taylor-Joy's all-black, strapless ensemble with a sweetheart neckline draws all attention to the piece from the

new Knot collection.

In another spot, model Alton Mason participates in a very chic game of pickup basketball.

Dressed in a stunning tuxedo, Mr. Mason dances with skateboarders as the footage vacillates from black-and-white to color. There are elegant shots of Mr. Mason's jewelry, including an earring, a ring and a brooch.

The third vignette opens with skier and model Ellen Gu, sporting a sleek black dress with a bow-skirt, and Mr. Mason stopping on a New York City street to pet a dog. The pair then continues walking arm-in-arm, with Ms. Gu sporting a Tiffany Knot double row necklace in a black-and-white shot, until it cuts to the skier walking alone.

While she is alone, viewers can see a closeup of Ms. Gu's Tiffany Knot double row rings as she almost collides with a man walking out of a store. The two exchange a glance as he seems left in awe of her confidence and style.

Dogs, bustling crowds and the Tiffany Knot: New York has it all

The entire campaign is a celebration of the specific overlap of unpredictability and elegance that Manhattan offers, and how the new Knot collection plays a role in that.

The Tiffany Knot collection, featuring necklaces, rings, pendants and more, will be available starting Sept. 7.

Tiffany talent

The U.S. jeweler has had a busy year, filled with new partnerships and collaborations with high-profile public figures since its acquisition by LVMH.

In May, Tiffany & Co. went a musical route in naming its newest global ambassador, singer Ros. A member of the popular K-pop group Blackpink and new solo artist, Ros showcased items from the jeweler's HardWear collection ([see story](#)).

The following month, Ms. Taylor-Joy and Ms. Gu made their Tiffany debuts alongside actor and entrepreneur Tracee Ellis Ross in the "Give Me the T" campaign. Shot by Mario Sorrenti, the campaign featured the minimalist and contemporary Tiffany T1 collection ([see story](#)).

Most recently, Tiffany & Co. centered one of the most famous couples in the world in its newest campaign, "About Love."

Music legends and married couple Beyoncé 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" ([see story](#)).

In tapping such popular artists and figures that appeal to youthful audiences, Tiffany continues its efforts in expanding its appeal.

"I think it is important when you are looking to embrace demographics that are not perceived to be those that a brand focuses on, they must continue to create campaigns that include this so that it is not a one off," Ms. Smith said.

"Because the thoughts surrounding Tiffany are so classic, it will take time to think of Tiffany as a more well-rounded brand.

"They should continue to do campaigns that bring in an array of icons from Lady Gaga and Beyoncé and Jay-Z as they have done but there needs to be more so that they can be perceived in an enhanced light."