

JEWELRY

## Tiffany & Co. teams with the Carters to create HBCU scholarships

September 9, 2021



*Beyoncé and Jay-Z are helping launch the Tiffany & Co. About Love Scholarship program. Image courtesy of Tiffany & Co.*

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is launching a new scholarship initiative as an extension of its "About Love" campaign starring the Carters: pop culture icons Beyoncé and Jay-Z ([see story](#)).

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In partnership with BeyGOOD and the Shawn Carter Foundation, the Tiffany & Co. About Love Scholarship program will support students at five Historically Black Colleges and Universities (HBCUs). The LVMH-owned jeweler has pledged \$2 million in scholarship funding for HBCU students in the arts and creative fields.

"We are only as strong as the work we do together, and we are honored to partner with The Carters," said Anisa Kamadoli Costa, chief sustainability officer at [Tiffany & Co.](#), in a statement.

"Their relentless dedication to lifting underrepresented groups is the inspiration for the About Love Scholarship program."

### HBCU Love

The program is working with five HBCUs: Pennsylvania's Lincoln University, Virginia's Norfolk State University, North Carolina's Bennett College, the University of Arkansas at Pine Bluff and Ohio's Central State University.

Eligible students must qualify for financial aid as determined by the participating HBCU. The scholarship will support incoming and current students interested in pursuing degrees in creative fields such as visual arts, media, performance or design, as well as history and communication.



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

"We are appreciative of the support of BeyGood, the Shawn Carter Foundation, the Carters and Tiffany & Co.," said Dr. Jack Thomas, president at Central State University, in a statement.

"This opportunity is timely as our students come from many different socioeconomic backgrounds," he said. "These funds will have a tremendous effect on who we recruit and our students' success as they move on to graduate and professional schools and into their careers."

Online applications will open on Sept. 10 and close on Sept. 26. Award sizes will be based per each student's need, with priority given to those facing financial hardships and in need of emergency assistance.

In 2022, Tiffany plans to expand its initiatives for HBCUs and other underrepresented communities to support creativity and create more access for younger generations.

Since the civil unrest and George Floyd protests of 2020, more luxury brands have been pledging support to HBCUs.

Beauty group Estée Lauder Companies' new recruitment and mentorship efforts include a multiyear program in collaboration with Howard University, a HBCU in Washington, D.C. ([see story](#)).

Similarly, LVMH-owned Cognac house Hennessy has partnered with the Thurgood Marshall College Fund (TMCf) since 2019. The Hennessy Fellows program gives graduate students financial and other support to complete their education, with the brand dedicating \$10 million during 10 years to the program ([see story](#)).

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