

JEWELRY

Tiffany debuts highly anticipated Beyonc, Jay-Z film

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Beyonc and Jay-Z star in Tiffany's latest film campaign. Image courtesy of Tiffany & Co

By NORA HOWE

LVMH-owned jeweler Tiffany & Co. has unveiled its eagerly awaited fall campaign film starring music moguls and powerhouse couple Beyonc Knowles and Jay-Z.

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Directed by Emmanuel Adjei, "About Love" features a musical performance of the song "Moon River," made famous in the 1961 film "Breakfast at Tiffany's," vocally reimagined by Beyonc. The "About Love" campaign launched globally in early September ([see story](#)), while the film debuted on the jeweler's website on Sept. 13.

20 years of love

Throughout the 90-second film, Beyonc wears a collection of diamond pieces, including the 128-carat yellow Tiffany Diamond, considered one of the most important gemstone discoveries of the 19th century.

In addition to the Tiffany Diamond, Jay-Z and Beyonc are shown wearing designs from Jean Schlumberger and the Tiffany T collection. Tiffany jewelers reimagined Mr. Schlumberger's "Bird on a Rock" brooch as a pair of cufflinks worn by Jay-Z.

With a shared vision for the campaign, Tiffany worked closely with the music icons to execute a finely crafted narrative capturing the couple's chemistry after 20 years together.

The film captures small, but meaningful, moments of intimacy between the two, such as subtle looks, shared laughs and warm embraces.

Jay-Z records his wife Beyonc on a Super 8 camera while she performs "Moon River"

Shots of Jay-Z smiling at filmed footage of his wife are interwoven with nostalgic scenes of the two popping bottles of Champagne as he awaits her return.

Tapping into themes of longing, nostalgia and reunion, Tiffany wanted to present a narrative that showcases a boundless love one that grows beyond time and space.

The film was shot at [The Orum House](#) in Los Angeles, a three-level, 18,800-square-foot home perched upon a Bel Air

hilltop, designed by architect Zoltan Pali.

The Carters specifically selected this home as the setting for the film.

The "About Love" team includes wardrobe stylists June Ambrose and Marni Senofonte, hair stylists Jawara Wauchope and Nakia Rachon and makeup artist Sir John Barnett.

The campaign will continue to unfold throughout the year with additional films directed by Dikayl Rimmasch and Derek Milton.

As a part of the House's collaboration with the Carters, Tiffany has partnered with BeyGOOD and the Shawn Carter Foundation to create the Tiffany & Co. About Love Scholarship Program.

Tiffany has pledged \$2 million in scholarship funding for students in the arts and creative fields at historically Black colleges and universities (HBCUs).

Beyonce and Jay-Z celebrate 20 years of love

The About Love Scholarship will be awarded to five small private schools, as well as select state schools: Lincoln University in Pennsylvania, Norfolk State University in Virginia, Bennett College in North Carolina, University of Arkansas at Pine Bluff and Central State University in Ohio.

The Carter influence

While the project with Tiffany is Ms. Knowles' first notable brand connection since Givenchy dressed her and her husband for their On the Run II tour in 2018 ([see story](#)), Mr. Carter has been influencing the luxury space this year.

In addition to launching a three-part campaign for his premium cannabis brand Monogram ([see story](#)), auction house Sotheby's celebrated the 25th anniversary of the rapper and entrepreneur's "Reasonable Doubt" album with a commemorative NFT.

Jay-Z commissioned artist Derrick Adams to create a one-of-one animated digital artwork that comments on and recontextualizes the album's cover, which will be sold by NFT in a single-lot auction. This was the first NFT-based collaboration for both the rapper and artist and the auction was the only official event authorized by Jay-Z to commemorate the album's anniversary ([see story](#)).

Earlier this year, French luxury conglomerate LVMH's wine and spirits division Mot Hennessy acquired a 50 percent stake in Jay-Z-owned Champagne brand Armand de Brignac, as it looked to appeal to a more diverse and global luxury consumer.

The Champagne, colloquially called "Ace of Spades" because of its logo, made its debut in 2006. Produced by the Cattier family, more than 500,000 bottles of the Champagne were sold worldwide in 2019 ([see story](#)).