

JEWELRY

Tiffany unveils new Beyonc, Jay-Z installment

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Beyonc and Jay-Z have a date night in New York in Tiffany's latest campaign. Image credit: Tiffany & Co

By LUXURY DAILY NEWS SERVICE

LVMH's Tiffany & Co. has released the next segment of its ongoing "About Love" campaign featuring global music icons Beyonc Knowles-Carter and Sean Carter, known professionally as Beyonc and Jay-Z.

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The latest film, "Date Night," shows the couple riding in a Rolls-Royce through, what appears to be, 1950s New York City. From sharing a slice of pizza to sipping on Champagne, the two are shown sharing tender moments of love and admiration.

Date Night

The campaign opens on Ms. Knowles-Carter in the backseat of a Rolls-Royce, smelling a yellow daisy as she whispers, "he loves me, he loves me not."

She asks the driver to pull over, and Mr. Carter opens the door to join his wife. The two share laughs over a slice of pizza and Champagne.

Ms. Knowles-Carter plucks the pedals of the yellow daisy, again whispering, "he loves me, he loves me not."

The film depicts the couple in love in New York City

The film includes behind-the-scenes clips of the making of "Date Night," such as the couple's daughter Blue Ivy humorously chasing down her parents' taxi in front of a green screen.

Blue Ivy joins her parents in the backseat of the car, sitting in between the two. They all laugh together, while Blue Ivy excitedly holds and pets a fluffy brown dog.

Paul Anka's "Put Your Head of My Shoulder" plays as Mr. and Mrs. Carter intertwine their hands, showcasing their glistening engagement rings and wedding bands.

Prior to "Date Night," Tiffany released the debut "About Love" campaign film, which featured Beyonc's vocal rendition of "Moon River," the song made famous in the 1961 film Breakfast at Tiffany's.

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 ([see story](#)).

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