

JEWELRY

Tiffany & Co. names Hailey Bieber as new ambassador

October 27, 2021



In a series of photos and short films, Ms. Bieber fashions several items including rings, pendants and more. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

LVMH's **Tiffany & Co.** has released a new campaign starring new brand ambassador and American model, Hailey Bieber.

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In a series of photos and short films, Ms. Bieber fashions several items including rings, pendants and more. The model is the latest ambassador to star in a campaign as part of the jeweler's youthful push, centering popular entertainers in hoping to reach more consumers.

Hailey in Tiffany in New York City

In a series of short videos and photos, all shot in New York City, Ms. Bieber showcases disparate items. One item the model spotlights is the bone cuff by Elsa Peretti, a jewelry designer who passed away earlier this year.

In photos shot by photographer Sharif Hamza, Ms. Bieber is also spotted wearing Tiffany high jewelry, including a bracelet featuring a 9-carat oval cabochon black opal and a green tourmaline pendant. The model also fashions Tiffany Victoria, Tiffany T and Tiffany Knot designs.

It girls. Hailey Bieber wears iconic [#ElsaPeretti](#) designs in New York City. [#TiffanyAndCo](#)

Video by Sam Muller

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Tiffany & Co. (@TiffanyAndCo) [October 25, 2021](#)

Hailey Bieber is the latest ambassador to be added to the high-profile roster of Tiffany collaborators.

Earlier this month, Tiffany & Co. released the next segment of its ongoing "About Love" campaign featuring global music icons Beyoncé Knowles-Carter and Sean Carter, known professionally as Beyoncé and Jay-Z.

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 ([see story](#)).

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