

JEWELRY

Tiffany & Co. releases Basquiat-inspired advent calendar

November 3, 2021



The design reflects a cabinet, revealing 24 blue boxes filled with Tiffany products. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

LVMH's **Tiffany & Co.** is gearing up for the holiday with a new advent calendar filled with elegant jewelry and objects.

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Staying true to Tiffany's ethos, the calendar is an ode to New York, but also to one of the most influential artists of the 20th century, Jean-Michel Basquiat, whose work was also featured in the jeweler's recent About Love campaign. The jeweler will be donating \$250,000 from purchases of the advent calendar to the nonprofit Free Arts NYC.

Celebrating with Tiffany & Co.

Ms. Basquiat's 1982 painting "Equals Pi*" is the centerpiece of Tiffany's latest advent calendar, released Nov. 3.

The design reflects a cabinet, revealing 24 blue boxes filled with Tiffany products. The calendar is an ode to Mr. Basquiat, reflecting the early years of his career and his reverence for painting on everyday objects including windows, doors and more.



The advent calendar pays homage to renowned artist Jean-Michel Basquiat. Image courtesy of Tiffany & Co.

As a portion of proceeds will be going to Free Arts NYC, Tiffany & Co. is also announcing its new partnership with the organization as the jeweler continues efforts to bring greater exposure to art across underserved communities in New York.

Tiffany's August "About Love" campaign aimed to explore connection and vulnerability. A new photo from the campaign features Mr. Basquiat's "Equals Pi," directly behind power couple Jay-Z and Beyonc, marking the piece's first public appearance.

In the campaign imagery, Jay-Z can be seen looking adoringly at Ms. Knowles who is wearing the iconic yellow Tiffany Diamond. Beyonc is wearing a black dress that is both a modern approach and poetic ode to the dress actress Audrey Hepburn wore in the film *Breakfast at Tiffany's* in 1961 ([see story](#)).

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