

JEWELRY

## Tiffany & Co., Pharrell announce new partnership

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*Pharrell has collaborated with several luxury brands in the past. Image credit: Louis XIII*

By LUXURY DAILY NEWS SERVICE

LVMH's Tiffany & Co. is collaborating with Grammy Award-winning musician Pharrell Williams in a new undertaking.

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The musician, who goes by Pharrell, announced the partnership at Kenzo's fall 2022 show in Paris while fashioning a pair of diamond-encrusted, tear-drop-shaped sunglasses. Pharrell has collaborated with several luxury houses in the past.

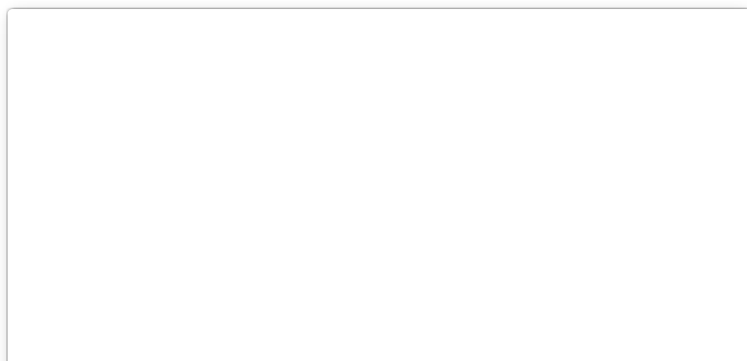
"Tiffany and I are engaged," Pharrell said in a statement to *Women's Wear Daily*. "[This is the] first of many things I'm going to do with Tiffany."

Seeing things differently

Pharrell has an extensive relationship with several luxury brands.

In 2008, the singer and producer collaborated with Louis Vuitton on a fine jewelry collection and has served as an ambassador for Chanel for several years.

He is currently remaining mum on the details, but garnering excitement for what is to come in his joint efforts with Tiffany.



[View this post on Instagram](#)

A post shared by Tiffany & Co. (@tiffanyandco)

*Tiffany & Co. teased the news on social media*

"It's a partnership," he said to *WWD*. "It's about seeing things differently."

Tiffany continues forming meaningful collaborations with celebrities, other brands and beyond.

Last November, Tiffany & Co. took to social media to confirm its exciting collaboration with renowned New York-based lifestyle brand Supreme.

Announcements of the partnership were released on both brands' Instagram accounts, including Supreme's release of a film of brand representative Sean Pablo wearing a necklace from the partnership. The collection was headed by the heart tag pendant featuring the Supreme logo ([see story](#)).

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