

JEWELRY

Tiffany & Co. debuts new Ros campaign

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Ros wearing the Tiffany HardWear collection. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is going bold this spring with a new campaign featuring K-pop star Ros.

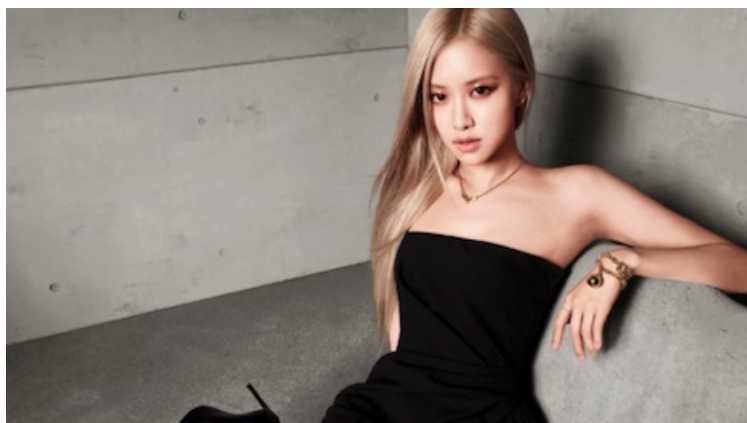
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In a campaign by Mario Sorrenti in New York, the singer wears pieces from Tiffany's HardWear collection, including jewelry that will debut later this year. This is Ros's second HardWear campaign for the LVMH-owned brand.

Pretty in Ros

The new portraits feature Ros wearing all black in an industrial space to contrast the sophisticated diamond jewelry.

Tiffany HardWear debuted in 2017 and has a unique gauge link motif and industrial shapes inspired by the jeweler's archives and hometown of New York. The collection relies on tension, proportion and balance for an elevated look.



The new images were shot by Mario Sorrenti. Image courtesy of Tiffany & Co.

Ros wears pavé diamond Tiffany HardWear styles, including a new necklace and bracelet that are made of black titanium, 18K rose gold and diamonds. Those pieces will be available in July, while the new full pavé diamond styles will be available this November.

The campaign will make its global debut on March 14 on print and digital platforms.

Ros, who is a member of the popular K-pop girl group Blackpink, became a Tiffany global ambassador last spring. Born Roseanne Park in Auckland, New Zealand, Ros made her debut as a vocalist in the group Blackpink in 2016 and released her solo album, *R*, in March 2021 ([see story](#)). She has more than 56.6 million followers on Instagram alone.

Ros for Tiffany HardWear

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