

JEWELRY

Tiffany & Co. teases new Hailey Bieber campaign

June 13, 2022



Hailey Bieber in Los Angeles for Tiffany & Co. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is unveiling its first campaign fronted by model Hailey Bieber as the house looks to move in a more youthful direction.

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The new campaign for the graphic T Collection was shot on location in Los Angeles. It is Ms. Bieber's first advertising effort for Tiffany since becoming a global brand ambassador for the jeweler last October ([see story](#)).

"A modern-day style icon, Hailey Bieber embodies the powerful spirit of the T Collection," said Alexandre Arnault, executive vice president of product and communication at **Tiffany & Co.**, in a statement. "We are excited for her to star in our new T Collection campaign."

Teeing up

In the new photographs, Ms. Bieber wears sleek outfits, including an oversized blazer and power suit, in neutral shades. The focus is on the collection's silhouettes and pav diamonds.

New designs are now available as part of the collection, including circle pendants and hoop earrings, with prices ranging from \$3,500 to \$6,800. More hoop earrings and an 18k rose gold ear cuff with pav diamonds will launch in September, followed by 18k yellow, rose and white gold pendants in early 2023.



Hailey Bieber models the T Collection. Image courtesy of Tiffany & Co.

"I have special memories of the women I admire wearing Tiffany & Co. jewelry," Ms. Bieber said in a statement. "It's a real honor to join that legacy as the face of the T Collection."

Ms. Bieber's campaign will make its global debut on Tiffany's channels on June 13.

The jeweler has been focused on expanding its ambassador roster, having recently launched new campaigns with Israeli actress Gal Gadot ([see story](#)) and K-pop star Ros ([see story](#)).

Hailey Bieber for Tiffany & Co.

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