

WATCHES AND JEWELRY

## Tiffany & Co. further commits to music with latest partnership

June 28, 2022



*Mr. Lamar's headpiece took more than 10 months and 1,300 hours to create, with four Tiffany artisans helming the creation. Image credit: Anna Barclay/Tiffany & Co.*

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** provided the focal piece for American rapper Kendrick Lamar's much-discussed headlining performance at Glastonbury Festival.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The rapper and his longtime collaborator Dave Free tapped the jeweler in crafting a custom-made titanium and pavé diamond crown which the crowd and critics could not ignore. The partnership and resulting product reflect Tiffany's continued commitment to meticulous craftsmanship as well as meaningful collaborations with artists.

"Kendrick Lamar represents the artistry, risk-taking creativity and relentless innovation that has also defined Tiffany & Co. for nearly two centuries," said Alexandre Arnault, executive vice president, product and communication at Tiffany & Co, in a statement. "We are proud and incredibly excited to work with a visionary like Kendrick in realizing his vision for the crown."

Rich spirit

The Grammy Award-winning artist approached the U.S. jeweler with Mr. Free last year with an idea of a headpiece inspired by the crown of thorns, a religious symbol from the New Testament of the Bible.

Mr. Lamar's vision for the Tiffany product was to serve as a symbol of respect for the artists before him as well as the rapper's own contributions to both music and culture.

*The bespoke crown of thorns represented the contributions of artists past as well as Mr. Lamar's*

The headpiece took more than 10 months and 1,300 hours to create, with four Tiffany artisans helming the creation. The artists were also inspired by Jean Schlumberger's Thorns brooch created in 1947.

Each diamond was set by hand with the prongs also being handcrafted. Each diamond was secured in place before the artists cut the metal and folded it over the top to create the prongs, a process usually reserved for high jewelry.

Crafted in Northern Italy, the headpiece features more than 8,000 diamonds and more than 137 carats, illustrating 50

total thorns.

Tiffany has repeatedly collaborated with game-changing figures in the music industry.

In January, the jeweler collaborated with Grammy Award-winning musician Pharrell Williams.

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 ([see story](#)).

---

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.