

JEWELRY

Tiffany & Co. launches social impact platform

July 27, 2022



Tiffany tapped Derrick Adams to design an original piece to honor the launch. Image credit: Artsy

By LUXURY DAILY NEWS SERVICE

LVMH's Tiffany & Co. has introduced the Tiffany Atrium, a social impact platform that aims to advance opportunities for historically underrepresented communities.

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With the new platform, Tiffany hopes to create a more diverse and inclusive jewelry industry through commitment, leadership and education. To celebrate the launch, the brand tapped visual artist Derrick Adams to design an original piece, "I Shine, You Shine, We Shine," which will be auctioned by online art marketplace Artsy, with 100 percent of the proceeds going toward [The Last Resort Artist Retreat](#).

"We are thrilled to introduce the Tiffany Atrium platform, creating a centralized hub for our continued journey in the worlds of diversity, equity and inclusion," said Anthony Ledru, CEO of Tiffany & Co., in a statement.

"At Tiffany & Co., we have a responsibility to enact positive change in our world," he said. "Tiffany Atrium will allow us to streamline and scale the necessary processes in doing so."

Jewelry for good

Additional programming for Tiffany Atrium will launch later this year.

Through Tiffany & Co. apprenticeship programs, eight apprentices will be identified through LVMH's Mtiars d'Excellence Institute New York's Craft Apprentice Program for a two-year rotational program at the brand's main facilities.



Tiffany is hoping to strengthen its social impact through jewelry initiatives and programming. Image credit: Tiffany & Co.

Further, educational and professional opportunities will be created for students in the creative arts and communications fields at select Historically Black Colleges and Universities (HBCUs) including a \$2 million pledge to the About Love Scholarship Program in partnership with the Shawn Carter Foundation and BeyGOOD.

The brand also plans to partner with Harlem's Fashion Row in support of the ICON 360 HBCU Summit at North Carolina A&T University.

As a part of Atrium's community pillar, Tiffany will focus on connecting employees, students and nonprofit leaders to grow and celebrate shared values and commitment to improving the world.

Tiffany Atrium will continue building upon significant partnerships and investments with global creatives and institutions that will advance opportunities for underrepresented communities. In recognition of its responsibility to the future, Tiffany is committed to building a more equitable and inclusive industry.

Tiffany has made several commitments toward environmental sustainability, so this social initiative is a slight shift from its typical philanthropic endeavors.

Earlier this year, the brand announced a \$6.5 million donation to support The Nature Conservancy (TNC) through the auction of a Patek Philippe Ref. 5711 Nautilus watch featuring a Tiffany Blue dial ([see story](#)).

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