

APPAREL AND ACCESSORIES

# Tiffany & Co. locks in with new gender-neutral jewelry line

August 15, 2022



*Tiffany Lock is a new unisex fine jewelry line of bracelets featuring a unique clasp design. Image credit: Tiffany & Co.*

---

By AMIRAH KEATON

Gender-neutral looks are getting a boost from U.S. jeweler Tiffany & Co., as part of its latest launch for a younger league.

The brand has introduced Tiffany Lock, a unisex fine jewelry collection of bracelets featuring a unique clasp design that swivels into place to lock. Nodding to a treasured Tiffany & Co. motif, the new line is now available online and will roll out in retail locations this September, according to reports from [WWD](#).

## Keyless entry

Tiffany & Co. is drawing from the archives, re-envisioning the padlock for its most up-to-date drop.

The jeweler has released a campaign video celebrating the transformational power of motion and love's unifying energy. The collection's gender-neutral nature is represented by Dutch model Imaan Hammam and American skateboarder Tyshawn Jones, both of whom begin the visual atop a rotating platform, swaying with ease separately at first, and then eventually, intertwined.

"Some things are better together," reads its caption.

*Imaan Hammam and Tyshawn Jones join dancers in all-black, as each party wears the new "made for all" collection*

The film features a diverse set of dancers who hold intricate poses in 360-degree footage. The figures' actions are always shown in relation to one another; the fluidity of their movement is framed by string instrument-meets-superbase sonics, interspersed with close-up product shots, as the characters remain close.

The clip commences as all duos embrace, in a romantic expression of the personal bonds that move them. In a final frame, Ms. Hammam and Mr. Jones emerge hand-in-hand, their Lock bracelets front and center.

Tiffany Lock symbolizes togetherness and inclusivity, embodying the spirit of its padlock predecessor by way of a mechanism that allows its wearer to twist the accessory into place, securing the bracelet upon their wrist.

"The design of Tiffany Lock is a great example of a collection that brings together innovation, form and function," said Alexandre Arnault, executive vice president of product and communications at [Tiffany & Co.](#), in a statement to [WWD](#).



*A branded site page provides detailed instructions for wear. Image credit: Tiffany & Co.*

This time around, the luxury label is reportedly eyeing a more youthful demographic, one that does not respond well to the constraints of prescriptive expression.

The genderless bracelets signal the LVMH-owned entity's contemporary approach to the Tiffany Lock campaign. The campaign also includes lively imagery shot by legendary fashion photographer Mario Sorrenti.

"We re-envisioned the idea of a padlock, an important motif from the Tiffany archives, and transformed it into a symbol of unbreakable bonds and inclusivity," Mr. Arnault said.

"The unique mechanism, clean lines and modern aesthetic make it universally appealing to both men and women."

### **Campaign connections**

Following Tiffany & Co.'s acquisition by luxury conglomerate LVMH, the company has notably prioritized equity and inclusion.

In July, Tiffany & Co. introduced the Tiffany Atrium, a social impact platform that aims to advance opportunities for historically underrepresented communities, creating a more diverse and inclusive jewelry industry through commitment, leadership and education ([see story](#)).

The brand has also skyrocketed its share of voice, in part due to conversation amongst the millennial and Gen Z audiences it now seeks to convert.

Last year, the jeweler made waves with the debut of its "About Love" campaign starring music legends and married couple Beyoncé Knowles and Shawn Carter, known professionally as Jay-Z. A shared vision between the musicians and jeweler, the couple's first campaign together depicted the universal beauty of love, with their own romantic narrative illuminated by the iconic yellow Tiffany Diamond against the backdrop of Jean Michel Basquiat's "Equals Pi" ([see story](#)).

More recently, the brand has tapped stars like model Hailey Bieber as ambassadors to tout classics like its graphic T Collection, shot on location in Los Angeles and teased in June ([see story](#)).

Heightening diversity and partnering with influential youth moguls are two strategies that have proven to pay off for both the company and its luxury peers.