

APPAREL AND ACCESSORIES

Beyonc celebrates self-love in new Tiffany & Co. campaign

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Beyonc's standalone story with Tiffany & Co. explores self-esteem as the foundation for external expressions of love. Image credit: Tiffany & Co.

By AMIRAH KEATON

U.S. jeweler Tiffany & Co. continues to evolve its engagement with the Carters by featuring Beyonc at the helm of its latest iterative effort.

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This time, the powerhouse singer, songwriter, actress, producer and designer takes center stage to co-sign self-confidence. The brand's new "Lose Yourself in Love" campaign lends romance new meaning, smartly building around its oft-subjugated dimension love of self with inclusive messaging for all.

"This was a very smart move from the brand to time this with the hype of Beyonc's stunning recent album, and it shows a major feat considering how exclusive Beyonc is," said Scott Shapiro, fashion editor, stylist and editor-in-chief of **Phosphenes**, New York.

Mr. Shapiro is not affiliated with Tiffany & Co., but agreed to comment as an industry expert.

"Everything Is Love"

Born Beyonc Giselle Knowles-Carter, the entrepreneur and entertainer marks her first standalone story with Tiffany & Co. by exploring self-esteem as the foundation for external expressions of adoration, alongside four standout collections from the brand.

"Lose Yourself in Love" pays homage to the internal, simultaneously emitting and unapologetically encouraging a steadfast sense of appreciation for oneself. Beyonc wears a quartet of the brand's finest, shining through layers of Tiffany & Co.'s Lock, HardWear, T and Diamond Jewelry collections.

With the cross-promotional prowess of a skilled business executive, the star and brand have applied her distinctive creative treatment to a stellar set of static and video assets, which resemble the look and feel of Beyonc's revolutionary "Renaissance" album. The campaign even opts for use of its sonics.



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A post shared by Tiffany & Co. (@tiffanyandco)

The brand's montage to the multihyphenate starts with sounds from the singer's latest body of work, an ode to house music. The tracklist's final hit "Summer Renaissance" booms in the background as Beyonc appears on screen, setting the scene of the campaign film.

First shown seated, she appears dressed to the nines in detailed fits across vignette-style snippets, before ultimately emerging in a gold outfit of angular construction, her person ornamented with diamonds abound. The genr-bending artist's ambiance matches the gender-bending collections she touts.

The "Tiffany HardWear" range centers the overall campaign, the result of close collaboration and a shared vision between both household names, one a star, and the other, a jeweler to them. In still shots on view via the brand's site, Beyonc dons a custom necklace styled after the statement pieces that comprise the collection.

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A post shared by Beyonce (@beyonce)

According to the brand, the HardWear collection's graduated link design honors New York City's vivacious energy and architectural dominance, in a seamless alignment with its campaign theme.

"The collection is a perfect fit for the campaign, with a modern, sleek design that matches Beyonc's iconic presence and the current sound she's exploring," Mr. Shapiro said. "The pieces are bold and tough while still conveying a sense of delicate luxury."

The performer's brand partnership appears to come with a layer of creative liberty. The amount of trust bestowed upon the talent, apparent through complimentary campaign visuals, exposes the strategy behind the selection of Beyonc as a representation of brand values; the decision to team up with her was clearly based on both looks and business literacy.

Leading with a keen eye on the new and next, the star has inserted her ability to keep a pulse on what pulls the zeitgeist forward, breathing new life into one of fashion's most classic heritage houses with her every move.

Her unmatched cultural acumen is priceless. Her notes were applied.

"Having one of the world's biggest stars front the campaign is proof of Tiffany & Co.'s power as a brand, while the relevance of their timing further solidifies their standing as a top-tier name."

Branded beginnings

In a strong vote for self-confidence, Beyonc and the brand make a statement as powerful as its collections, rooted in a shared belief that to choose oneself is the embodiment of luxury in its truest form.

Tiffany & Co.'s fresh brand identity kicked off in a joint effort showcasing authentic resonance between husband and wife that continues to stand the test of time ([see story](#)).

The power duo launched their relationship with the treasured jewelry brand last August. While Beyonc's latest activation with Tiffany & Co. hones in on self-love, Mr. and Mrs. Carter's "About Love" campaign focused on the love of a partner, against the background of a notably prolific business partnership and in the presence of one historic precious yellow diamond.

Examining love's various dimensions in different renditions of the ongoing partnership makes sense in an environment where consistent messaging definitively generates an air of authenticity. The brand's strategic decision is sound: while one-off celebrity efforts in fashion reign king, the establishment of a thematic throughline led by a world-famous star is rare in the context of today's fast-paced media landscape, making the move all the more valuable.

"I think it's genius for Tiffany & Co. to explore different dimensions and iterations of love, thus relating to a wider range of consumers," Mr. Shapiro said.

"Romance-focused content might not fit everyone's personal situation, even turning some people off," he said. "But highlighting self-love is a powerful, beautiful thing to do, and Beyonc is the perfect subject to do so."