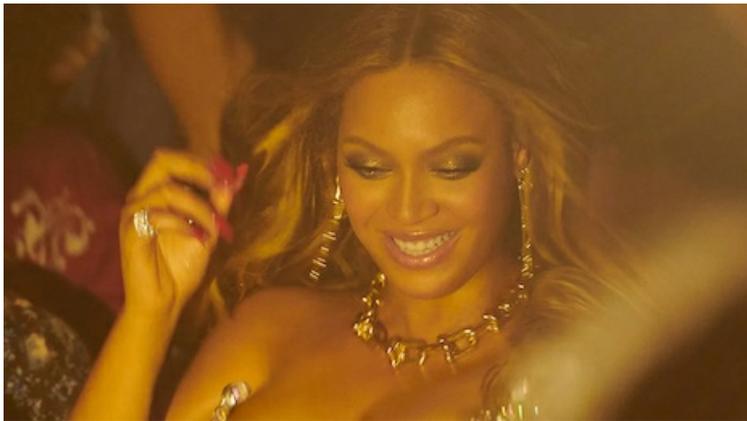


JEWELRY

Tiffany & Co., Beyonc prove art imitates life with latest campaign drop

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The brand is back with more Beyonc the star wears a custom Tiffany HardWear necklace in an official anthem film. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** is not quite done celebrating self-expression and unapologetic individuality with its leading lady.

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The brand is back with more Beyonc, this time opting for black and white nightlife visuals and sparkly scenes in an official anthem film drop for its "Lose Yourself in Love" campaign. An ode to New York City's Studio 54, the diamond-studded spot is set to the electric sounds of Beyonc's widely-acclaimed "Renaissance" album and features the star sporting custom Tiffany wear.

Presented by Beyonc, championed by Tiffany

The result of close collaboration and a shared vision between both household names, "Lose Yourself in Love" circles back for another homage. Born Beyonc Giselle Knowles-Carter, the singer and songwriter come together to showcase a mutual love of music and expression in an official campaign film.

Therewithin, an epic party is revealed as the spot's plot plays out.

The official "Lose Yourself in Love" campaign film, which features custom creations from house designers Jean Schlumberger and Elsa Peretti

Titled "Tiffany & Co. and Beyonc present Lose Yourself In Love with Summer Renaissance," a series of scenes depict its protagonist twirling and posing for the camera in tandem with a cast of diverse, equally-invigorated characters.

Shot on a rare 65mm camera, the 1-minute clip features a Tiffany HardWear necklace created specifically for the star. Beyonc dons the creation as part of an embedded live performance of her track, "Summer Renaissance."

The asset masterfully totes the line between ad and art, as fans speculate on its true nature.

Many now wonder whether Beyonc is subtly signaling the release of album visuals using her partnership as the platform, in what would be a pioneering marketing exercise and the marker of a potential blueprint for future luxury

launches.

The entrepreneur and entertainer marked 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 ([see story](#)).

The rest remains to be seen.

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