

EDUCATION

Tiffany Atrium continues support to Black college and varsity students in arts

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Harlem's Fashion Row Icon 360 Summit: North Carolina A&T Student Visit Tiffany & Co. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jewelry titan Tiffany & Co. continues to make progress in the education sector of its social impact platform, Tiffany Atrium.

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Among the New York-based company's educational and scholarship initiatives are the About Love Scholarship Program that offers funding for students in the arts and creative fields at Historically Black Colleges and Universities (HBCUs). Another is the Icon 360 HBCU Summit, which aims to transform those arts and creative programs by providing direct tutelage from industry experts.

"Through Tiffany Atrium, we have broadened access and exposure for HBCU students and diverse talents over the past several months," said Mary Bellai, global chief human resources officer of Tiffany & Co., in a statement.

"The relationships we are building under our education pillar strengthen our brand.," she said.

Tiffany, part of France's LVMH group, is heavily invested in sustainability as well as diversity, equity and inclusion initiatives.

Lovin' it

The About Love Scholarship Program works in partnership with singer Beyonce Knowles Carter and her husband, hip hop mogul Shawn "Jay Z" Carter, and collaborates with their respective initiatives, BeyGOOD and The Shawn Carter Foundation.

About Love pledged \$2 million in funding to students in the arts at five participating HBCU schools, including Bennett College in North Carolina, Central State University in Ohio and Norfolk State University in Virginia.

Last year, funds were awarded to more than 60 students.

Sixty more students will be selected from among these schools for the 2022-2023 period.

Fashion and art students at North Carolina A&T State University will receive support in the form of expert guidance

as part of the 2022 Icon 360 HBCU Summit.

Icon 360 is the nonprofit arm of Harlem's Fashion Row, which is dedicated to supporting Black designers.

Tiffany has collaborated with the university's fashion merchandising and design department and Harlem's Fashion Row to provide "Tenacity Talks," a series of 10-week long lectures offered from the fall 2022 through the spring 2023 semester.

What is more, students recently took a tour of the jewelry design and innovation workshop, as well as a networking luncheon and career panel, at Tiffany headquarters in New York.

"We have made meaningful progress towards our goals," Ms. Bellai said. "The most exciting part is that this is only the beginning."

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