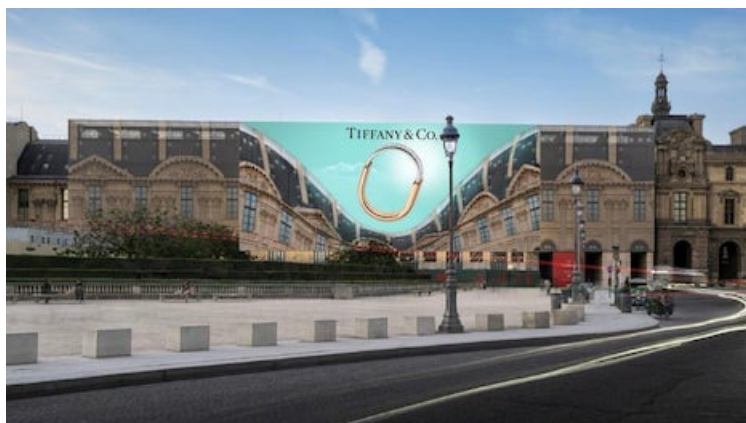


JEWELRY

Tiffany & Co. lifts global 'Lock' launch with optical illusion at Louvre

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Tiffany & Co. uses the art of illusion to advertise its latest Lock iteration in Paris. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** is celebrating the global launch of its Tiffany Lock line with a Parisian art installation.

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Collaborating with French contemporary photographer Paul Rousteau, the jeweler plays with the art of optical illusion for the piece. The display can be seen draped across the faade of the Louvre at Carousel Gardens until Jan. 31.

Locks in art

Using the art of trompe-l'œil the artistic style uses optical illusion, bringing with it a playful quality the company pays homage to the Tiffany Lock. In this case, the style makes the jewelry piece appear to float over the Louvre.



The Lock bangle bracelet is shown off by ambassador ROS, showcasing the subject of the art installation. Image credit: Tiffany & Co.

To accomplish this, Tiffany & Co. has draped an enormous piece of fabric over the art museum, printed with an image of the museum itself.

Through this form of artistic camouflage, the larger-than-life Tiffany Lock bracelet floating over the roof appears realistic, the sky behind it taking the shade of Tiffany Blue.

French visual artist Paul Rousteau is the vision behind the installation.

Mr. Rousteau pitched the image of a dreamlike bracelet floating over a bending and folding museum. His art brought the piece, to which he contributed his photographic skills, to life.

The Louvre agreed to host this art installation piece from Jan. 2 through the end of the month. Tiffany Lock is now available at Tiffany & Co. stores around the world the collection can also be purchased online at Tiffany.com, as of Jan. 2, 2023.

Also announced at the top of the year, global house ambassador and performer from the K-Pop band BLACKPINK ROS acts as the face of the global launch campaign.

The Lock line features a swivel feature, functioning similarly to padlocks, a symbol emblematic of Tiffany & Co. The brand emphasizes that the Lock symbolizes connection and bonds ([see story](#)). The bangle bracelet depicted in the art installation is at the center of the new wave, kicking off the company's global entry with the gender-neutral collection.

Splashing OOH engagements seem to center Tiffany & Co.'s campaign strategy, per a previous Lock celebration of a similar nature ([see story](#)).

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