

JEWELRY

New Tiffany & Co. campaign features Lock collection, celebrity exclusives

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The imagery features Colombian singer J Balvin and his partner, who wear the Tiffany Lock collection in their New York City home. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** is out with new visuals for a collection that debuted last year.

The brand's latest effort, entitled "Lock With Love," features more than just the Tiffany Lock line, as the campaign is additionally propelled by imagery featuring Colombian singer Jos Ivaro Osorio Balvin, known professionally as J Balvin, and his partner, Argentine actress and model Valentina Ferrer. Shot in the couple's New York home, the stars publicly share their romantic relationship in an official capacity for the first time.

Locked down

The promotional appearance from the two South American celebrities grants Tiffany & Co. added media value.

Shot by Argentine photographer Coni Tarallo, who captured the couple having meals together, laughing and embracing, the scenes appear to unveil the nature of their relationship, offering the world a first-time look at their shared life.

Advertisements include intimate posing, revealing the couple in shared and meaningful moments. The themes tie in with those represented by the **Tiffany Lock** collection, which centers on personal bonds and connection.



The visuals were shot by Argentine photographer Coni Tarallo. Image courtesy of Tiffany & Co.

Having before tapped big names ([see story](#)), the luxury label built upon the U.S. release of Tiffany Lock in 2022 ([see story](#)) by introducing new styles at the top of the year. Rings, earrings and pendants in rose gold joined an initial array of bangles in January 2023.

Marketing captures Mr. Balvn and Ms. Ferrer as the pair continue to bring the selection to life. The strategy, which relies on the wide circulation of exclusive content in the age of social media, recently worked for Italian fashion house Gucci.

The brand tapped American supermodel Kendall Jenner and Puerto Rican entertainer Bad Bunny for its Valigeria campaign. The photos confirmed dating rumors, making the relationship “Gucci official” ([see story](#)).

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