

NEW YORK, NY—Today, Tiffany & Co. debuts the anthem film to its “LOSE YOURSELF IN LOVE” campaign starring the ultimate modern-day woman, Beyoncé. Directed by Grammy Award®-winning director Mark Romanek, the anthem film is an upbeat celebration of individuality, joy and self-expression. Inspired by the iconic Studio 54-era of New York City, the film is set to “SUMMER RENAISSANCE,” the finale to Beyoncé’s latest globally lauded album, *RENAISSANCE*, which samples Donna Summer’s 1977 disco hit, “I Feel Love.” This year’s campaign reveals Beyoncé in all her glory as a transcendent female icon, personifying that true love is only as strong as the love for oneself.

The film, shot on a rare 65mm camera, evokes vintage Manhattan and the escapism of 1970’s club culture with a modern twist and Beyoncé at its epicenter. The euphoric energy is brought to life with a cast of 90 members, through choreography by highly sought-after Emmy Award®-nominated artist, Fatima Robinson.

Styled by Marni Senofonte and Patti Wilson, Beyoncé wears head-to-toe custom creations and Tiffany’s most iconic jewelry collections. The inclusive cast exudes unabashed confidence, with each dancer wearing Tiffany & Co. jewelry in unexpected ways. The star wears a Tiffany® Setting engagement ring in platinum with an internally flawless, round brilliant diamond of over 10 carats, as well as pieces by legendary Tiffany & Co. designer Jean Schlumberger. A custom Tiffany HardWear necklace was also created specifically for the campaign and will be available for purchase.

“LOSE YOURSELF IN LOVE” reflects Tiffany & Co.’s continued support of underrepresented communities. The newly launched social impact platform, Tiffany Atrium, includes the House’s ongoing partnership with the Carters through the Tiffany & Co. About Love Scholarship Program, in collaboration with BeyGOOD and the Shawn Carter Foundation. In 2021, Tiffany & Co. pledged USD \$2M in scholarship funding for students in the arts and creative fields at Historically Black Colleges and Universities (HBCUs) through 2024. As of today, the scholarship has been awarded to over 60 qualifying students at Lincoln University in Pennsylvania, Norfolk State University in Virginia, Bennett College in North Carolina, University of Arkansas at Pine Bluff and Central State University in Ohio. Details on the scholarship beneficiaries for the 2022-23 academic year will be announced in the coming weeks.

“LOSE YOURSELF IN LOVE” launched globally in print and digital in September. The accompanying anthem film will launch on [Tiffany.com](https://www.tiffany.com) and social media channels on October 3 and will be amplified through global media activations.

About Tiffany & Co.

TIFFANY & CO., founded in New York City in 1837 by Charles Lewis Tiffany, is a global luxury jeweler synonymous with elegance, innovative design, fine craftsmanship and creative excellence.

With more than 300 retail stores worldwide and a workforce of more than 13,000 employees, TIFFANY & CO. and its subsidiaries design, manufacture and market jewelry, watches, and luxury accessories. Nearly 5,000 skilled artisans cut Tiffany diamonds and craft jewelry in the Company’s own workshops, realizing the brand’s commitment to superlative quality.

TIFFANY & CO. has a long-standing commitment to conducting its business responsibly, sustaining the natural environment, prioritizing diversity, and inclusion, and positively impacting the communities in which it operates. To learn more about TIFFANY & CO. and its commitment to sustainability, please visit [tiffany.com](https://www.tiffany.com).

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