NEW YORK, NY—Tiffany & Co. announced today that legendary powerhouse and ultimate modern-day woman, Beyoncé will star in its latest campaign celebrating individuality, love, and universal connection. The result of a close collaboration and a shared vision between the star and Tiffany & Co., “LOSE YOURSELF IN LOVE” is a fiercely elegant homage to the joy of being one’s unapologetic self – a call to embrace the power of possibility.

“An exploration of fearless creativity. “LOSE YOURSELF IN LOVE” embodies the beauty of self-love and empowered elegance. Beyoncé is an inspiration to so many because she embodies these qualities. We are honored to continue our partnership for the second year in a row and usher in an exciting new era of love.” – Alexandre Arnault, Executive Vice President of product & Communications.

“I am honored to continue the partnership with Tiffany and Co. and to explore even deeper how beautiful our connections are, when we truly celebrate the relationship and importance of love that we have for ourselves as individuals,” says Beyoncé.

A Grammy Award-winning icon, wearing Tiffany icons, Beyoncé is a beacon of confidence, wearing the pinnacle expressions of Tiffany & Co.’s jewelry collections including Tiffany T, Tiffany HardWear, Tiffany Knot and the new Tiffany Lock. House icons including pieces from Jean Schlumberger and Elsa Peretti are also featured throughout the campaign—two designers, who like Beyoncé, were pillars of fearless self-expression during their time. Most notably, the star wears a custom Tiffany HardWear necklace, created specificially for the campaign. The piece took over 40 hours to assemble and polish by hand at Tiffany & Co.’s JDIW in New York City and boasts 18k gold links three times the scale of the existing Tiffany HardWear graduated link necklace. A limited quantity of these large-scale necklaces will be available for purchase in commemoration of “LOSE YOURSELF IN LOVE.”

The print campaign was shot at Hangar Studios in Los Angeles by Mason Poole, with video by Dikayl Rimmasch, with styling from Marni Senofonte and Patti Wilson. The set design by Thomas Petherick is a study in scale: epic wide landscape shots feature house-sized speakers in contrast to tight jewelry portraits set in smaller, intimate vignettes.

A film centered around Beyoncé’s latest hit song, “SUMMER RENAISSANCE” will also launch later this fall and embodies the carefree, joyous spirit of the album as a

whole. A journey of exploration and independence, “RENAISSANCE” has already received worldwide critical and fan acclaim since its release. Three-time Grammy Award-winning music video director Mark Romanek led the creation of the film, using the iconic Studio 54-era of New York City as inspiration. The film is brought to life through dance with choreography by Emmy-award nominated artist, Fatima Robinson. Inclusivity serves as a common theme throughout the campaign, nodding to the overarching call to come together in celebration not only in the film but also worldwide.

“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” launches globally in print and digital on September 2 and will be amplified through global media activations starting September 9. The accompanying film will launch on Tiffany.com in October 2022.

#LOSEYOURSELFINLOVE #TiffanyAndCo

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.