Tiffany’s new “Stand for Love” campaign spotlights New Yorkers from the LBGTQIA+ community in a short video where each share what they stand for. The raw and emotional video reveals that it all comes down to love.

“Stand for Love” honors the House’s long-standing legacy of celebrating love in all its forms and honoring our most cherished commitments together— across all gender identities and expressions.

Tiffany, through its LGBTQIA+ Employee Resource Group, has made charitable donations to both the Ali Forney Center and SAGE and will continue to be a resource for this community. Tiffany’s unwavering support of the LGBTQIA+ community is not limited to a month, but always.

The video, directed by New York-based film and commercial director Will Schluter, will go live on Tuesday, June 1 across all Tiffany’s social media channels and amplified through supportive media partnerships.