

# TIFFANY

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[EMBARGOED UNTIL TUESDAY, OCTOBER 19, 2021, AT 7 AM EST]

## TIFFANY & CO. DEBUTS “DATE NIGHT” BONUS FILM TO ITS “ABOUT LOVE” CAMPAIGN STARRING BEYONCÉ AND JAY-Z

NEW YORK, NY (October 19, 2021)— Today, Tiffany & Co. debuts the “Date Night” bonus film to its “About Love” campaign starring powerhouse couple Beyoncé and JAY-Z, with a special guest appearance of their daughter, Blue Ivy.

Directed by Dikayl Rimmasch and second unit director Derek Milton, “Date Night” is exquisite bonus content to accompany Tiffany’s About Love campaign, chronicling a night out with the Carters. The overarching About Love campaign explores the dimensionality of love, and the latest “Date Night” film shows us the playful side of the love story.

Set in New York City, “Date Night” is inspired by an iconic scene from “Breakfast at Tiffany’s” and begins with Beyoncé riding through Manhattan in the backseat of a Rolls Royce. With Paul Anka’s *Put Your Head on My Shoulder* and Bert Kaempfert’s *Three O’ Clock In The Morning* as the soundtracks to the car ride, Beyoncé plays a game of “he loves me, he loves me not” with a yellow daisy while sitting alongside JAY-Z. The couple takes in the city skyline, while sharing pizza and a glass of Armand de Brignac champagne.

During their night out, the Carters wear an assortment of incredible Jean Schlumberger pieces. Most notably, JAY-Z wears the legendary Bird on a Rock brooch. One of the 21st century’s most iconic designs, the piece features a platinum and 18k gold bird perched on a morganite gemstone of over

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44 carats. Beyoncé also dons Schlumberger designs, including an Ailsa diamond ring of over 10 carats as well as a pair of Ribbon Fan earrings featuring diamonds of over 6 total carats. Jean Schlumberger was best known for dressing high society's elite in the 1960s and '70s, making it only appropriate that his unmistakable designs live out his legacy on two of today's greatest creative forces.

Witty, whimsical and romantic, "Date Night" is the result of yet another close collaboration and shared vision between both the Carters and Tiffany & Co. While the About Love campaign premiere film was a story of longing and reunion, "Date Night" is a story that demonstrates the beauty and joy of everyday romance.

"Date Night " launches globally on Tiffany & Co. platforms on October 19 at 7 AM EST. The campaign will further unfold later this year with additional bonus films created by acclaimed director Dikayl Rimmasch and second unit director Derek Milton. The "About Love" team includes wardrobe stylists June Ambrose and Marni Senofonte, hair stylists Jawara Wauchope and Nakia Rachon and makeup artist Sir John Barnett.

As a part of the House's collaboration with the Carters, Tiffany & Co. has partnered with BeyGOOD and the Shawn Carter Foundation to create the Tiffany & Co. About Love Scholarship Program. Earlier this year, Tiffany & Co. pledged USD \$2M in scholarship funding for students in the arts and creative fields at Historically Black Colleges and Universities (HBCUs). As of today, the Tiffany & Co. About Love Scholarship has been awarded to over 50 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.

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## 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).

## About BeyGOOD

[www.beyonce.com/beygood](https://www.beyonce.com/beygood)

Founded in 2013 during the Mrs. Carter Show World Tour, BeyGOOD is a philanthropic initiative that is the extension of Beyoncé's charitable heart. Through impactful dynamic partnerships, BeyGOOD's mission is to set an example of giving back and paying it forward while empowering others to do the same with what they have in their own communities. To date BeyGOOD has been instrumental in programs that help in the areas of education, health, housing, water scarcity, disaster relief and more. The efforts are global, including South Africa, Haiti, Burundi, Australia, the United Kingdom, the Caribbean and throughout the United States. BeyGOOD is built on the belief that we are all in this together and each and every one of us can make a difference by giving back.

## About The Shawn Carter Foundation

[www.shawncartersf.com](https://www.shawncartersf.com)

The Shawn Carter Foundation (SCF) was founded as a public charity in 2003 by Gloria Carter and her son, Shawn "JAY-Z" Carter. The mission of the Shawn Carter Foundation is to help individuals facing socio-economic hardships further their education at postsecondary institutions. In doing so, the goal is to significantly increase the educational, social, and economic prospects of traditionally underserved students so they can fulfill their dreams and become positive contributors to the global community. Since the Foundation's inception, over \$17MM have supported initiatives to empower young adults and communities in need through the Foundation's following programs: Scholarship Fund, College Prep and Exposure, International Exposure, Professional Development, Wealth Management, Scholar Support, and Community & Goodwill Programs.

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