



Jay-Z and Diddy. BY CARLOS "KAITO" ARAUJO.

# Diddy's 50th Birthday Party Brings Out Beyoncé, Jay-Z, and His New Kerry James Marshall Painting <sup>Subscribe</sup>

The extravaganza was also a debut for the artwork the mogul acquired last year, and guests sat for Carlos "Kaito" Araujo's *Vanity Fair* exclusive portrait studio.

BY DAN ADLER

PHOTOGRAPHY BY CARLOS "KAITO" ARAUJO

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**A**mong the suite of music and business titles that **Sean "Diddy" Combs** has occupied since founding Bad Boy Records in 1993, he's maintained a related gig as a consummate impresario and party host. From 1998 to 2009, his annual 4th of July White Party was the stuff of Hamptons (and then St. Tropez, and then Beverly Hills) myth: an impeccably observed dress code and an aptly fin de siècle guest list. That's to say nothing of his birthday parties, like the 1998 Black and White Ball or the 2009 one, where the Truman Capote comparisons flowed freely.

The White Party may have been relegated to the province of oral histories and moodboards, but Combs has never strayed from those instincts for celebratory spectacle. On Saturday night, he held his 50th birthday at his Beverly Hills mansion in the company of a range of music, entertainment, and business guests, including **Beyoncé, Jay-Z, Kanye West, Kim Kardashian, Leonardo DiCaprio, Pharrell, Jimmy Iovine, Naomi Osaka, Cardi B, Offset, Lizzo, Janelle Monáe, Nelly, Kate Beckinsale, Snoop Dogg, Reed Hastings, Queen Latifah, Post Malone, Regina King, Lauren London, Jaden Smith, and Jack Dorsey**. They'd been invited by **Naomi Campbell**, also in attendance, or at least the sound of her. The invitation was set to a voiceover in which she proclaimed "there ain't no party like a Diddy party" and laid three groundrules: dance or don't come, black tie means black tie, project "good vibrations." Jay-Z, West, Kardashian, and more sat for **Carlos "Kaito" Araujo's *Vanity Fair*** portrait studio. Along with Combs' children, **Usher** and **Lil' Kim** took the stage to raise a glass to the host.





Usher BY CARLOS "KAITO" ARAUJO.



Kanye West and Kim Kardashian West. BY CARLOS "KAITO" ARAUJO.



“I’m blessed to have made it to 50,” Combs told *V.F.* after the dust had cleared and he’d changed out of his Alexander McQueen tuxedo. “Through all the ups and downs and successes I’m happy that my closest friends and family were here to celebrate me and this milestone. I’m even more grateful for my kids, they motivate me every day to be better and I’m looking forward to celebrating them during my next 50 years.”



Cardi B and Offset. BY CARLOS "KAITO" ARAUJO.

Cîroc was the drink of the night, so like most things Combs, the event was also a testament to his business successes (Forbes has him at No. 9 on its list of highest paid musicians this year). Along with his vodka and music enterprises, there’s the art collecting. Last year, it was widely reported that Combs had acquired the **Kerry James Marshall** painting “Past Times” for \$21 million, and that it was the highest sale price for a living black artist. Combs didn’t confirm the purchase himself at the time, instead waiting for Saturday, when it was on display near the party’s candlelit entrance.