

TIFFANY & Co.

NEWS RELEASE

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Tiffany & Co. Debuts 2018 “Believe In Dreams” Campaign With Modern Remake Of The Classic Song “Moon River,” Featuring A\$AP Ferg And Elle Fanning

Introducing the Tiffany Paper Flowers™ Jewelry Collection

NEW YORK, NY (May 3, 2018) -- Tiffany & Co. unveils its “Believe in Dreams” campaign, and debut of the new Tiffany Paper Flowers™ jewelry collection, infused with an unexpected combination of incredible talent.

The campaign film opens with American actress Elle Fanning appearing in black and white as she peers into the Fifth Avenue flagship windows, a nod to the opening scene from the 1961 classic film, *Breakfast at Tiffany's*. Her reality then transforms into a dreamlike rush of music and color flooding the streets of New York to the soundtrack of a reimagined “Moon River,” featuring Fanning’s ethereal vocals with original lyrics by New York City native and hip hop artist A\$AP Ferg.

As free spirits and innovators, the actress and musician duo represent a basic Tiffany ideal: that New York is a place where anything can happen, and Tiffany is where dreams come true. The campaign marks the first time Tiffany & Co. has ever created a song, which will be available for streaming exclusively on Spotify beginning May 3.

“We wanted to take a fresh approach to the campaign, juxtaposing something visually extraordinary with a song that is a nostalgic nod to the past combined with something wholly unexpected and of the moment,” said Reed Krakoff, chief artistic officer, Tiffany & Co.

Hunger Games director, Francis Lawrence, best known for creating some of pop culture’s most iconic music videos and films, directed the “Believe in Dreams” campaign film. Through his creative vision, the streets of New York City become a magical backdrop for the city’s bold style and non-stop energy, embodied by Ryan Heffington’s choreography, spotlighting Maddie Ziegler in a featured role, alongside a cast of dancers and NYC characters.

About Tiffany

Founded in New York in 1837, Tiffany & Co. is the world’s premier jeweler and America’s house of design. An iconic brand with a rich and storied heritage, Tiffany is a global manufacturer and retailer of jewelry and luxury accessories. The company operates more than 300 Tiffany & Co. stores in more than 20 countries.

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