

The engagement ring as we know it today, and the exalted traditions that surround it, are in large part the creation of the House of Tiffany. Diamonds have long been an expression of affection and power, but it was Tiffany & Co. that transformed these sparkling gems into the most exquisite jewelry designs the world has ever seen. With Tiffany's insistence on excellence, acquiring only diamonds of superior beauty and the highest quality, its venerated diamonds are extraordinary symbols of love and the lifetime commitment two people embark on together.

With the introduction of the Tiffany® Setting in 1886, founder Charles Lewis Tiffany revolutionized the engagement ring—a design so iconic, it remains just as important today. This innovative setting lifts the diamond off the band into the light, maximizing the stone's natural radiance. The Tiffany® Setting's impact is so pervasive that it has been referenced in popular culture over the past century and adored around the world as an indelible work of art. Even diamond ring emojis on smartphones have been compared to the Tiffany® Setting. The Tiffany® Setting's legacy is very much still relevant—the dream of this iconic engagement ring and everything that it represents sparkles in the minds of consumers around the world today more than ever. No single engagement ring design has enjoyed such profound influence or universal popularity.

Showcasing a unique diamond cut that Tiffany introduced in 2019, the Tiffany True engagement ring is graphic and geometric, with a beveled T-shaped detail in the setting. The Tiffany True engagement ring is Tiffany's latest icon of love with a refined platinum band and a unique square mixed-cut diamond.

The Tiffany® Setting was only the beginning of a legacy in the world of diamond engagement rings. Tiffany Novo®—engagement rings with a slender band of micro-pavé-set diamonds—offers a distinctly romantic sensibility with a modern edge. Tiffany Soleste® features a solitaire diamond encircled by a halo of exquisite diamonds. Tiffany Harmony® is a round diamond in a tapered platinum setting that is coupled with a contoured wedding band of impeccable style.

Debuting in 2021, the House's first engagement design for men, the Charles Tiffany Setting, pays homage to founder Charles Lewis Tiffany and his revolutionary introduction of the Tiffany® Setting. With bold forms and sleek contours, the signet style ring allows men to celebrate their love with a solitaire diamond as extraordinary as hers.

At Tiffany, our standards are so high that we only accept .04% of the world's gem-grade diamonds. Showcasing Tiffany's leadership and dedication to environmental and social responsibility, the House's Diamond Craft Journey, a first among global luxury jewelers,

reflects Tiffany's commitment to traceability. Tiffany proudly provides the craftsmanship journey for each newly sourced, individually registered diamond, including its region or countries of origin along with where it was cut and polished, graded and quality assured, as well as set in jewelry.

These top-tier diamonds are placed in the hands of skilled diamond cutters who cut for beauty, adhering to a strict geometric plan with exacting measurements, including precision of cut and symmetry. Together these factors give Tiffany diamonds their extraordinary presence: a breathtaking show of light, with utmost dispersion and scintillation created when light enters the stone, reaching the expertly positioned facets and mirrored directly back through the crown.

All Tiffany engagement diamonds are set within customized mountings to accommodate the specific size and shape of the diamond. With attention to balance and individual scale, master setters, connoisseurs of their craft, create a cohesive setting that shoulders the diamond with consummate grace and respect.

A Tiffany Diamond Certificate is issued by Tiffany & Co. to certify the authenticity and integrity of serialized Tiffany diamonds and is supported by a Full Lifetime Warranty, which guarantees the grade of the diamond. Tiffany also offers services for the lifetime of an engagement diamond, including cleaning, inspection and ring sizing. These services along with the Tiffany Diamond Certificate are proof positive of the company's commitment to a heritage of excellence.

For over 170 years, Tiffany has been renowned for the incomparable quality of its diamonds. The jeweler outshines all others with the sheer charisma of what are the world's finest diamonds. Tiffany & Co.'s engagement icons are undeniably the most revered symbols of love and commitment, of joy and optimism. Today, this legacy underscores the universal adoration of Tiffany's diamond engagement rings and will continue to as couples from every generation come to Tiffany to celebrate their love.

*TIFFANY, TIFFANY & CO. and T&CO., amongst other names and symbols, are trademarks of Tiffany and Company and its affiliates. © 2021 Tiffany and Company. All Rights Reserved.*