NEW YORK, NY—Tiffany & Co. today announces the debut of the *Tiffany Titan by Pharrell Williams* collection. Inspired by the mythological Poseidon's trident, the bold designs are an expression of one's energy, power and force. A symbol of fearless individuality, the motif is juxtaposed by a unique shaped link that is curved and soft against the sharpness of the spear. Portraying a dialogue between tensions, proportion and balance, the collection appeals to individuals with a unique mindset and powerful force that confronts the ordinary.

*"We are excited to unveil Pharrell's inaugural collection for Tiffany. The Tiffany Titan by Pharrell Williams collection defies the conventions of fine jewelry design. It represents a balance of Pharrell's creative vision with Tiffany & Co.'s inventive craftsmanship,"* said Alexandre Arnault, Executive Vice President, Product, Communications and Industrial, Tiffany & Co. *"Each piece embodies Pharrell's distinct style and unique point of view."*

Adopting the structure of the trident, the *Tiffany Titan by Pharrell Williams* collection incorporates sharp, spear-like spikes within an array of necklaces, earrings, bracelets and rings embodying a sense of punk spirit. Offered in 18k yellow gold or titanium with all metal and diamond iterations, each piece challenges conventional methods in their design. With an unexpected twist on traditional diamond settings, the pavé pieces feature reverse-set diamonds that expose the diamond's pavilion, maximizing brilliance. The use of titanium serves as a contrast between the subdued reflective quality of the material itself to produce an impactful statement, setting the designs apart from traditional jewelry. With technical precision in each design that is intended to move with the wearer, the collection showcases the House's commitment to flawless craftsmanship.

*"I'm very inspired by the water, and the name of this collection "Titan" draws inspiration from Poseidon, ruler of the sea, King of Atlantis – "Atlantis" which is also the name of the community I grew up in Virginia Beach. The detail in all of the jewelry pieces is very intentional, the use of black titanium…it's a physical manifestation of beauty in blackness."*

*Tiffany Titan by Pharrell Williams* will be available this May exclusively on Tiffany.com in the US and at The Landmark in New York City. The collection will be available globally at Tiffany & Co. stores and Tiffany.com in June.

**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 14,000 employees, Tiffany & Co. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories. Over 3,000 skilled artisans cut Tiffany diamonds and craft jewelry in the House'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, equity 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. @tiffanyandco #TiffanyXPharrell #Titan