

Meet Tiffany True, the new Tiffany & Co. engagement ring that's destined to become another icon of the house. With a contoured diamond cut that maximizes brilliance, light and contrast—the ring adds a new contemporary design to Tiffany & Co.'s legendary engagement collection—a collection that includes, most notably, the world-famous engagement ring, the Tiffany® Setting—a six-prong setting that has become a universal symbol of love and commitment. Tiffany True enhances this legacy and provides a new representation of love today—adding geometric lines and ultra-fine details to make this ring a modern masterpiece.

"Tiffany has symbolized the ultimate in love and commitment since 1886 with the invention of the original Tiffany® Setting. Now, the launch of Tiffany True with its unique setting and expert cut, we are introducing a supreme expression of modern love," says Reed Krakoff, Tiffany & Co., chief artistic officer.

### **The Cut**

Of the four Cs—clarity, carat, color and cut—three are determined by nature. Only one, the cut, is created by human hands and our artisans make the difference. Regardless of its other properties, an expertly cut diamond comes to life in a truly sparkling way, catching light and radiating brilliance with every move.

For this new style, Tiffany & Co. leveraged its unique diamond cutting expertise with an innovative cut, debuting this September. Named Tiffany True for its genuine ability to captivate, this new fancy-cut diamond exposes more surface area on the diamond's main facet, enhancing its luster through heightened contrast and dispersed light. In the Tiffany tradition, Tiffany True favors beauty over the weight of the diamond. Available with a white diamond, the Tiffany True cut makes each stone even more luminous.

### **The Design**

The Tiffany True engagement ring is minimal, architecturally constructed and discreetly marked on the side with a "T," a subtle detail that is personal to the wearer. Designed to sit low on the finger, this ring has an especially delicate band that has been sculpted to reflect light in a way that does not compete with the stone, a design hallmark that allows the diamond to shine its absolute brightest. The basket's delicate prongs blend seamlessly into the diamond, making it appear even more brilliant and stunningly pure.

### **The Sustainable Difference**

Protecting the natural world that inspires our jewelry lies at the heart of the Tiffany culture. As a leader in sustainable luxury, we source our diamonds and precious metals, and craft our jewelry in ways that are ethically and environmentally responsible to make Tiffany a

brand you can proud to wear. After the diamonds begin their journey at an approved mine, they're cut in state-of-the-art workshops, ensuring our gems are always in the hands of responsible, highly skilled craftsmen. From the rough to the refined, the Tiffany True diamond is entrusted only to expert craftsmen who produce their art to the highest level.

Available in platinum with a white diamond, or 18k yellow gold with a yellow diamond, Tiffany True debuts this autumn in North America and worldwide in 2019.

### **About Tiffany & Co.**

In 1837, Charles Lewis Tiffany founded his company in New York City where his store was soon acclaimed as the palace of jewels for its exceptional gemstones. Since then, TIFFANY & CO. has become synonymous with elegance, innovative design, fine craftsmanship and creative excellence. During the 20th century its fame thrived worldwide with store network expansion and continuous cultural relevance, as exemplified by Truman Capote's *Breakfast at Tiffany's* and the film starring Audrey Hepburn.

Today, with more than 13,000 employees, TIFFANY & CO. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories—including more than 5,000 skilled artisans who cut diamonds and craft jewelry in the Company's workshops, realizing its commitment to superlative quality.

The Company operates more than 300 TIFFANY & CO. retail stores worldwide as part of its omni-channel approach. To learn more about TIFFANY & CO. as well as its commitment to sustainability, please visit [tiffany.com](https://www.tiffany.com).