

Tiffany & Co. unveils its new Love & Celebration campaign, featuring the new Sixteen Stone by Tiffany solitaire diamond ring. Inspired by Jean Schlumberger's iconic 1959 design, the new design reimagines one of Tiffany & Co.'s most celebrated creations for a new generation, honoring love in all its forms.

The campaign marks an evolution of Tiffany & Co.'s long-standing love story—one that embraces not only romantic love, but also the deeply personal relationships people cultivate with themselves, their families, their chosen communities and the moments that define their lives. Rooted in the belief that love is expansive and self-defined, the campaign celebrates the many ways people choose to honor meaningful connections.

Anchoring the campaign is a cinematic film starring Academy Award®-winning actress Mikey Madison. Through a modern reinterpretation of the familiar “he loves me, he loves me not” refrain, the film transforms an age-old ritual into a quiet affirmation of self-love. As Madison confidently wears the Sixteen Stone by Tiffany engagement ring on her own terms, the story underscores a simple yet powerful message: “I love me.”

Alongside the emotional film, the campaign features a series of product and craft films that celebrate the House's unrivaled diamond expertise and artisanal mastery. The campaign reveals the evolution of the Sixteen Stone design—from Jean Schlumberger's original wedding band to its new solitaire diamond ring silhouette—highlighting the precision, artistry and inventiveness that have defined Tiffany & Co. for nearly two centuries.

Debuting on Tiffany & Co.'s channels on July 6, the campaign reaffirms Tiffany & Co.'s enduring belief that love continues to evolve, while remaining at the heart of the House.

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.