

Tonight, Tiffany & Co. celebrated the debut of its latest jewelry collection, Tiffany Paper Flowers™ and premiered its newest campaign, “Believe In Dreams” starring Elle Fanning at the iconic Fifth Avenue flagship store. Joining chief executive officer Alessandro Bogliolo and chief artistic officer Reed Krakoff were Elle Fanning, Zendaya, Michelle Williams, Yara Shahidi, Kendall Jenner, Naomi Campbell, Sarah Paulson, Greta Gerwig, Ava Phillippe, Hailey Baldwin, Maddie Ziegler, Doutzen Kroes and more. The night ended with a performance by hip-hop artist A\$AP Ferg, who delighted the crowd with his modern remake of the classic song “Moon River” which is featured in the “Believe In Dreams” campaign film.

At the event, guests were treated to the worldwide debut of the campaign film. The film opens with actress Elle Fanning 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 A\$AP Ferg.

The new collection and campaign were teased out with citywide activations that took over Manhattan leading up to the event. Across the city, people were greeted with Tiffany Blue® coffee carts serving complimentary brews, taxis transformed from signature yellow to robin’s-egg blue that roamed the streets, bodegas filled with buckets of paper flowers and subway stations that received a Tiffany Blue® treatment.

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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