NEW YORK, N.Y. —Tiffany & Co. announces the global launch of the Tiffany Lock collection. Expanding on the current offering of Lock bangles that debuted in the U.S. in September, the global launch will bring an array of rings, earrings and pendants in rose gold to the brand with multiple colorways debuting later in the year. Signaling a new expression of design and craftsmanship, the Lock collection pays homage to the jeweler's illustrious heritage while introducing the latest innovation to the bangle: an elegant swiveling mechanism that allows the designs to open and close.

The new Tiffany Lock campaign features K-pop superstar ROSÉ from girl group BLACKPINK. The Tiffany & Co. House ambassador is styled in sparkling diamond Lock bangles and highlight the versatility of the designs and powerful style statement each design makes. ROSÉ has continued to embody the modern Tiffany & Co. woman and bring an energy that is aligned with the ethos of Tiffany Lock. ROSÉ, together with the male talent featured in the new Lock campaign, capture the inclusive spirit of Tiffany's first all-gender jewelry collection.

Tiffany Lock is available at Tiffany & Co. stores around the world and on Tiffany.com starting on January 2, 2023.

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 Company'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 #TiffanyLock