NEW YORK, NY – This year, Tiffany & Co. celebrates Valentine's Day with the House's new *The Language of Love* campaign featuring notable poems and literary works by acclaimed poets and writers ranging from Plato to Ella Wheeler Wilcox and Diane Ackerman. Love has remained the driving force behind Tiffany & Co. since its inception in 1837, and the campaign uplifts its many facets.

For nearly two centuries, Tiffany & Co.'s iconic creations have helped the world speak the ever-changing language of love. Today, the House's new Valentine's Day campaign celebrates love through poetic tributes, capturing authentic expressions of timeless bonds. A mix of iconic excerpts and passages, such as, *"The madness of love is the greatest of heaven's blessings"* from Plato's *Phaedrus* and Rumi's *"A thousand half-loves must be forsaken to take one whole heart home,"* are showcased in the campaign which will be featured across quintessential New York City locations and Tiffany & Co. channels.

With heartfelt words, Tiffany & Co. celebrates the many ways in which love manifests this Valentine's Day. This year's *The Language of Love* campaign debuts on Tiffany's print and on digital channels on January 31, 2025.

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.

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