NEW YORK, NY (June 13, 2022)—Tiffany & Co. today announces its latest campaign for the T Collection, starring model and entrepreneur Hailey Bieber. An evolution of an iconic collection, this marks Bieber's first advertising venture for the jeweler since her appointment as a Tiffany & Co. global House ambassador last October. Shot on location in Los Angeles, Bieber wears key designs from the T Collection, including new pavé diamond earrings and oversized pendants—perfect for stacking and layering.

"*I have special memories of the women I admire wearing Tiffany & Co. jewelry*," said Hailey Bieber. "*It's a real honor to join that legacy as the face of the T Collection*."

A pure, graphic construction, the T motif of the collection draws inspiration from the House's instantly recognizable logo. Finding power in simplicity, each design celebrates the Tiffany & Co. name and pays tribute to modernity and strength. In an unapologetic expression of personal style, Bieber showcases the collection's bold silhouettes, hand-polished finishes and striking pavé diamonds.

"A modern-day style icon, Hailey Bieber embodies the powerful spirit of the T Collection," said Alexandre Arnault, Executive Vice President, Product and Communication, Tiffany & Co. *"We are excited for her to star in our new T Collection campaign."*

New T Collection designs are now available, with circle pendants and hoop earrings, including styles with pavé diamonds, priced between $3500 and $6800. An 18k rose gold ear cuff featuring pavé diamonds and additional hoop earrings will launch in September 2022, while 18k yellow, rose and white gold pendants will launch in early 2023.

The campaign makes its global debut across Tiffany & Co. channels on June 13.

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 13,000 employees, Tiffany & Co. and its subsidiaries design, manufacture and market

jewelry, watches and luxury accessories. Nearly 5,000 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 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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