NEW YORK, NY—Tiffany & Co. today announces its latest high jewelry campaign starring actress Gal Gadot, who stuns in sparkling new designs from *BOTANICA*: Blue Book 2022, the pinnacle of the House's jewelry portfolio. Shot in a pared-down environment, the photography features Gadot in key pieces from the spring Blue Book collection, including a dandelion-inspired diamond necklace that can transform into five unique designs, as well as an orchid brooch, also transformable, and a diamond and sapphire necklace that evokes thistles.

"I am incredibly honored to be a part of the new Blue Book high jewelry campaign and feel very fortunate to be able to represent the brand's most esteemed jewelry collection during this exciting and transformative time," said Gal Gadot.

Gadot's campaign represents the House's first advertising venture with the actress. In addition to the new Blue Book designs, Gadot also wears several of Jean Schlumberger's masterworks featured in *BOTANICA*, including his iconic Bird on a Rock brooch and the Fleurage bracelet. An exquisite creation that Tiffany & Co. artisans brought to life for the first time, the Fleurage bracelet is based on a sketch for a design that Jean Schlumberger once considered for the legendary Tiffany Diamond.

"*Gal Gadot is more than a House ambassador. She epitomizes the glamour, sophistication and sense of modernity that our Blue Book collections represents,"* said Alexandre Arnault, Executive Vice President, Product and Communication, Tiffany & Co. *"We couldn't be more excited to unveil her as the face of the new BOTANICA campaign."*

The campaign launches on Friday, April 22 on Tiffany.com, @tiffanyandco social channels, as well as in print and digital media globally.

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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