NEW YORK, NY—Tiffany & Co. today announces the Tiffany Co. x Andy Warhol holiday campaign film starring Hailey Bieber. The film is a tribute to the artist's legendary Factory and love for the holidays. Shot by Mario Sorrenti in New York City with photography by Raymond Meier, the Tiffany & Co. x Andy Warhol campaign film brings the holiday season to life in a larger-than-life party filled with diamonds, Tiffany Blue Boxes and no-rules attitude.

"This holiday season, we wanted to celebrate Andy Warhol and uplift his connection to Tiffany & Co. by taking inspiration from the iconic greeting cards that he created for our clients in the '50s and '60s," said Alexandre Arnault, Executive Vice President, Product and Communication. *"The campaign video brings these elements together by paying homage to our longstanding relationship with the one of the world's most celebrated artists."*

The video celebrates the spirit of giving amid a soirée reminiscent of those decadent nights at Warhol's infamous downtown Factory. In an expansive space illuminated by festive décor, Super-8 camera projections and sparkling Tiffany & Co. designs, Hailey Bieber is the glamorous host of this ultimate holiday party. As the partygoers trickle in, Bieber is the star and center of attention, handing out Blue Boxes to the guests in attendance. Celebrating into the night, guests exchange exceptional gifts, such as Jean Schlumberger's iconic Bird on a Rock brooch. A Christmas tree made entirely from Blue Boxes makes one thing clear: there's no holiday party like a Tiffany & Co. holiday party.

In addition to the Warhol-inspired film, the House will also offer exclusive Tiffany & Co. x Andy Warhol limited-edition designs at its stores and on Tiffany.com, with everything from tableware and tree ornaments to playing cards and more. Accompanying in-store installations and immersive experiences will further celebrate the artist's holiday greeting cards for Tiffany & Co. and the jeweler's longstanding connection to the art world.

"In addition to celebrating the timeless creations of Tiffany & Co. and Andy Warhol, this unique collaboration will generously support the Warhol Foundation's endowment from which it has distributed over $275M in cash grants to visual arts organizations," said Michael Dayton Hermann of the Warhol Foundation. "The foundation is delighted to draw attention to the enduring power of art with Tiffany & Co. during this 'Warholiday' season."

The Tiffany & Co. x Andy Warhol campaign film debuts on Tiffany & Co. channels worldwide on November 2.



To download these assets, please click here.

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.

About The Andy Warhol Foundation for the Visual Arts, Inc.

As the preeminent American artist of the 20th century, Andy Warhol challenged the world to see art differently. Since its founding in 1987, in accordance with Warhol's

will, The Andy Warhol Foundation has established itself among the leading funders of contemporary art in the United States. The Foundation has distributed more than $275,000,000 in cash grants which support the creation, presentation and documentation of contemporary visual arts, particularly work that is experimental, under-recognized or challenging in nature. The Foundation's ongoing efforts to protect and enhance its founder's creative legacy ensure that Warhol's inventive, open-minded spirit will have a profound impact on the visual arts for generations to come. Proceeds the Foundation receives from licensing projects such as this contribute to the Foundation's endowment from which these grants are distributed. www.warholfoundation.org. @warholfoundation

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