NEW YORK, NY —Tiffany & Co. today unveils its latest campaign with global House ambassador, ROSÉ of BLACKPINK, introducing her second Tiffany HardWear campaign. Shot by Mario Sorrenti in New York City, the campaign picks up where the singer's 2021 Tiffany HardWear campaign left off—pushing the attitude and energy further. The intimate yet powerful portraitures of ROSÉ showcase the artist wearing the latest diamond-intensive designs from the collection, shot in a deliberately stark, reductionist space.

Tiffany HardWear first debuted in 2017 and has since become one of Tiffany's signature jewelry collections. Its iconic gauge link motif, based on a 1971 bracelet from The Tiffany Archive, and industrial shapes are a tribute to the power and edge New York City—a nod to the rebellious energy of its streets. Yet, no matter how subversive, the Tiffany HardWear designs are elegant and sophisticated expressions of the fierce, feminine spirit that defines the collection.

In the campaign, ROSÉ not only wears existing pavé diamond Tiffany HardWear styles, but also the new necklace and bracelet debuting this July that feature striking links made of black titanium, 18k rose gold and diamonds. She also wears the new full pavé diamond styles debuting in November.

The 2022 Tiffany HardWear campaign debuts globally on Monday, March 14 on print and digital platforms.

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.

@tiffanyandco #TiffanyHardWear