

NEW YORK, NY—Tiffany & Co. announces today a new campaign to introduce the expansion of the Tiffany Lock collection. The extension of the collection introduces an array of pendants, rings, earrings and bracelets in various colorways. The House celebrates this icon with a campaign featuring House Ambassadors ROSÉ of BLACKPINK, Jimin of BTS, singer Nancy Ajram and welcomes actress Florence Pugh to the Tiffany legacy with her first campaign as a newly appointed Tiffany & Co. House Ambassador. Celebrating the icon of love, each campaign star is featured in the newest Lock designs. Each design is a powerful symbol of unbreakable bonds.

*“We are excited to showcase the new expressions of the Tiffany Lock motif,”* said Alexandre Arnault, Executive Vice President, Product and Communication, Tiffany & Co. *“Our House Ambassadors showcase the new designs in a campaign that is anchored in the idea of love, which has been central to our brand DNA since our founding in 1837.”*

Inspired by an archival padlock from 1883, a design signature of the House for over a century, Tiffany Lock is an unparalleled expression of design and craftsmanship at the brand, paying homage to the jeweler’s illustrious heritage. The latest iterations celebrate the personal connections that we share and the infinite power of love. Designed for all genders, the collection introduces various colorways of earrings, pendants, rings and a bracelet to the coveted diamond and gold collection. Distinguished by sleek silhouettes and adorned with Tiffany’s legendary diamonds, the offerings are available in 18k white, yellow and rose gold with full pavé diamonds, half pavé diamonds or an all-metal way. In addition, the House will debut a new Lock bracelet in 18k white gold with half pavé diamonds and half baguette diamonds.

The Tiffany Lock campaign and latest iterations of the collection will launch globally on August 1 and will be available at Tiffany & Co. stores around the world and on Tiffany.com.

### **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

Tiffany & Co. Debuts New Tiffany Lock Campaign, Celebrating the  
Icon of Love with House Ambassadors ROSÉ, Jimin, Nancy Ajram and  
Newly Appointed, Florence Pugh | 2

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](https://www.tiffany.com).

@tiffanyandco#TiffanyLock