

NEW YORK NY—Tiffany & Co. today unveils its latest campaign for the Tiffany T and Tiffany HardWear collections. The new campaign features house ambassadors, actress, singer, and model Zoë Kravitz, Jimin of 21st century pop icons BTS, and actress, Gal Gadot. The campaign distills the essence of Tiffany & Co.’s House icons to their very core. True, expressive, and real, the “This is Tiffany” campaign drives home the importance of being oneself. Proof that Tiffany jewelry is about how one wears it, the campaign is a celebration of individuality, joy and optimism.

“Our “This Is Tiffany” campaign is an authentic homage to individual style. We may make the jewelry but it’s house ambassadors like Zoë, Jimin of BTS and Gal who give meaning to the collections and make our pieces all their own.” —Alexandre Arnault, Executive Vice President, Product & Communication, Tiffany & Co.

Drawing inspiration from the House’s instantly recognizable logo, the Tiffany T collection is a pure, graphic construction, a collection powerful in its simplicity. Each piece celebrates the Tiffany name and pays tribute to its modernity and strength. Inspiring, empowering, and above all, unwavering, the T collection is instantly recognizable and a powerful, unapologetic expression of personal style.

The Tiffany HardWear collection first debuted in 2017 and has become one of Tiffany & Co.’s signature collections. Inspired by the energy and architecture of New York City—the House’s birthplace—it features signature gauge links that play with tension, proportion and balance. This year, a new extension launches: a watch. The new HardWear watch features a cushion-shaped case with a faceted Sapphire top glass resembling a full-cut diamond. A custom-locking mechanism directly secures the bracelet with diamond-accent—a nod to Tiffany & Co.’s heritage.

Both collections range from subtle to subversive, united via common threads of fierce elegance and striking sophistication.

An unapologetic expression of personal style, the “This Is Tiffany” campaign showcases Kravitz, Jimin and Gadot as their true selves. Hand-polished finishes, sleek silhouettes and striking pavé diamonds define both Tiffany T and Tiffany HardWear jewelry. Each piece is featured with an authentic representation of Tiffany & Co. and those who wear it.

The 2023 “This Is Tiffany” campaign debuts globally on April 10 and is available at Tiffany & Co. stores and on [tiffany.com](https://www.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 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](https://www.tiffany.com).

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