NEW YORK, NY — Tiffany & Co. unveils today that Anya Taylor-Joy, Eileen Gu and Tracee Ellis Ross are its newest global House ambassadors. Ushering in a new creative vision for the storied jeweler, today, Taylor-Joy, Gu and Ross make their debut in the 2021 Tiffany T1 campaign, '*Give Me the T*,' launching across Tiffany platforms on Tuesday, June 15.

"Growing up, I would often wander through the flagship store on Fifth Avenue, imagining myself as a grown woman wearing the bold elegance of Tiffany's signature diamonds. All these years later, to be the face of this iconic brand and to represent the T1 collection is a dream come true," *said Tracee Ellis Ross.* ***"Shooting the campaign was a welcome moment of inspiration and glamour after the challenging year that we've all experienced."***

Showcasing Tiffany's signature collection through a pared-down, contemporary lens, Taylor-Joy, Gu, and Ross star in three vignettes obliquely centered around the letter T. Highlighting the design's bold forms, striking pavé diamonds and intricate craftsmanship, the campaign was shot by Mario Sorrenti in New York City. While the story behind Tiffany T1 remains centered on inner strength and individuality, the breadth of the collection has evolved over the past year to include new bracelet, earrings and pendant styles, as well as new 18k white gold iterations. In the '*Give Me the T'* campaign, Taylor-Joy, Gu and Ross layer the new designs with other striking T1 pieces—such as the T1 choker with nearly 250 round brilliant and baguette diamonds totaling over 13 carats—showcasing how the collection creates opportunities for self-expression.

"I love jewelry that has symbolism in it," said Anya Taylor-Joy. ***"I love it to mean something to me. It doesn't necessarily have to mean anything to anybody else, but I like to look down at my fingers and have a story."***

Following the T1 campaign, Taylor-Joy and Gu will star in the '*Knot Your Typical City*'campaign—also shot in New York City by Sorrenti—for a new jewelry collection that Tiffany is set to release in North America this fall, and globally in 2022. Wearing designs from the new collection, Taylor-Joy, Gu and Alton Mason pass through city streets as quintessentially hard-to-impress New Yorkers offer clear nods of approval.

"Wearing a beautiful piece of jewelry, especially one that is meaningful or motivational in a personal sense, is an inexorable feeling—it's

empowering, inspiring and exciting to express myself, to feel seen and heard without having to utter a single word," said Eileen Gu. ***"I'm obsessed with the balance between elegant simplicity and striking boldness that the new T1 collection offers."***

Tiffany is proud to celebrate these inspiring individuals and will continue to explore exciting new avenues to highlight its latest and most iconic collections.

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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#TiffanyT #GiveMeTheT #KnotYourTypicalCity