

Diamonds...Platinum...Surprise Performances...But First: Coffee.

To celebrate the launch of the new Tiffany Paper Flowers™ jewelry collection and the upcoming “Believe In Dreams” campaign, the brand brings a jolt of energy to New York City streets with Tiffany Blue® coffee carts, serving complimentary special brews and croissants beginning on May 1. Taxis will transform from signature yellow to robin’s egg blue, with BMX bikers and skateboarders staging freestyle tricks. Bodegas will have buckets of paper flowers, and some subway stations will even receive a Tiffany Blue® treatment and dispense limited-edition Tiffany & Co. MetroCards. The famous Atlas clock at the Fifth Avenue flagship store will transform into a digital screen with behind-the-scenes footage and vignettes from the campaign film.

The official @tiffanyandco Instagram account will vanish on April 28 in preparation for the launch, and the posts on other social channels will appear in black and white. In the days leading up to the “Believe In Dreams” launch, they will come to new life with bold hues and a full look at the new campaign. Fans from around the world can join on May 3 and view in real-time on Tiffany & Co. Facebook Live, beginning at 9:00PM EDT, including a special live performance at the Fifth Avenue Flagship store.

Visit Google Maps to view all activation locations.

About Tiffany

Founded in New York in 1837, Tiffany & Co. is the world’s premier jeweler and America’s house of design. An iconic brand with a rich and storied heritage, Tiffany is a global manufacturer and retailer of jewelry and luxury accessories. The company operates more than 300 Tiffany & Co. stores in more than 20 countries.

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