

Tiffany & Co. announced today a partnership with Spotify® to release the brand’s first-ever recording—a modern remake of the classic “Moon River.” The iconic song, made famous in the 1961 film, *Breakfast at Tiffany’s* (for which it won that year’s Academy Award for Best Original Song), is reimagined with vocals by actress Elle Fanning and lyrics by hip hop artist A\$AP Ferg for Tiffany & Co.’s new “Believe In Dreams” campaign, an ode to New York City and its famously magical way of making dreams a reality.

The campaign celebrates the brand’s new diamond jewelry collection, Tiffany Paper Flowers™, along with iconic pieces from the Tiffany T and Tiffany HardWear collections.

“I come from Harlem, which is a long way from the famous Tiffany flagship on Fifth Avenue,” said A\$AP Ferg. “But because I went to the High School of Art and Design in Midtown, I’d have to walk past the Tiffany store every single day on my way home. It was just years and years of me walking past Tiffany, never dreaming one day my face, my voice and my lyrics would be part of their story. That’s a real dream, in real life.”

“Tiffany has been at the cultural forefront for nearly two centuries, from our iconic jewelry to our legendary store windows. Recording a modern version of “Moon River,” a song from a classic and beloved film that fans everywhere associate with our brand, was a natural part of creating a campaign that celebrates the magic of Tiffany and New York City,” said Ashley Barrett, vice president global public relations for Tiffany & Co. “For the song collaboration, we loved that A\$AP Ferg shared our New York City roots, with a dynamic sense of style and wit, and Elle Fanning is a longtime friend of the house whose musical talent we were delighted to help showcase. Spotify® is an ideal partner to release our track, as they share our passion for artistry and innovation and serve as a destination for music fans everywhere.”

“Moon River” will be exclusively released on Spotify® to coincide with the “Believe In Dreams” spring campaign launch event on May 3, where A\$AP Ferg performs it live for the first time at the brand’s famous flagship store on Fifth Avenue. The song will be available to stream on the Spotify® homepage and the Tiffany & Co. website, along with A\$AP Ferg’s Spotify® profile beginning May 3. Behind-the-scenes exclusive content will also be available for Spotify® users showing A\$AP Ferg and Elle Fanning in the recording studio.

“This is what makes our platform so special—connecting artists who are the voices of culture today with iconic brands and fans around the world in one-of-a-kind moments,” said Brian Benedik, vice president global head of advertising at Spotify®. “We’re excited to partner with Tiffany and A\$AP Ferg as they reimagine themselves in 2018 and connect with new audiences.”

To stream “Moon River” visit A\$AP Ferg’s artist profile on Spotify®.

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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About Spotify®

Spotify® transformed music listening forever when we launched in 2008.

Our mission is to unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by these creators. Everything we do is driven by our love for music.

Discover, manage, and share over 35 million tracks for free, or upgrade to Spotify® Premium to access exclusive features including offline mode, improved sound quality, Spotify® Connect and ad-free listening.

Today, we are the world’s largest global music streaming subscription service with a community of over 170 million users, including over 75 million Spotify® Premium subscribers, across 65 markets.

For more information, images, or to contact the press team, please head over to our press page at press.spotify.com.

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