Tiffany & Co. announces member of girl group BLACKPINK and solo artist, ROSÉ, as its new global ambassador. ROSÉ, who has become one of the most idolized young women in music and fashion, will debut her new role in the 2021 Tiffany HardWear digital campaign.

"I've always loved wearing Tiffany jewelry. To be part of an iconic brand that has been part of my life for a long time makes it that much more special to me," says ROSÉ. **"I am very honored and excited to be a part of the HardWear campaign and I can't wait for everyone to see it."**

Based on a 1971 bracelet from The Tiffany Archive and having debuted in 2017, Tiffany HardWear is inspired by the edge and energy of New York City. The campaign highlights the collection's gauge links and industrial shapes—bold designs that play with tension, proportion and balance.

Emanating strength and confidence, ROSÉ wears the collection's graphic 18k yellow and rose gold links accented with pavé diamonds. Tiffany chose ROSÉ to star in the new campaign for her bold personality and modern style influence—as someone who embodies the attitude and identity of the collection.

The campaign makes its global debut across Tiffany's channels on Friday, April 23.

Tiffany & Co. HardWear Campaign featuring BLACKPINK'S ROSÉ

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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