NEW YORK, NY—Tiffany & Co. today unveils its 2023 holiday campaign, a quintessential story of wonder, chance and joy. Brought to life through captivating visual storytelling, the films and still imagery feature House Ambassador Rosie Huntington-Whiteley and China Brand Ambassador, Elaine Zhong, as they prepare to celebrate the holidays. Shot at Tiffany & Co.'s birthplace, New York City, the model, businesswoman, founder and chief creative officer and Chinese actress are draped in the House's iconic collections and high jewelry designs capturing the pure delight and sense of anticipation that defines this wonderful time of the year.

"This holiday season, we wanted a campaign that celebrates the joy of the season with a beautiful campaign that's driven by rich storytelling, something that is deeply ingrained in our heritage," said Alexandre Arnault, Executive Vice President, Product and Communication, Tiffany & Co. *"We created this campaign to capture the spirit of a Tiffany holiday where anything can happen."*

Photographed by Alasdair McLellan, the campaign unfolds in a series of intimate vignettes set in a Manhattan townhouse, where sparkling Tiffany designs become symbols of precious moments and joyous celebrations. In one climactic scene, with the glittering lights of Manhattan as her backdrop, Rosie Huntington-Whiteley captures the wonder of the holidays in a breathtaking Jean Schlumberger by Tiffany & Co.™ Bird on a Rock morganite suite. One of the 21st century's most iconic jewelry designs, Bird on a Rock is one of the world's most celebrated jewels. It remains as coveted today as it was when the House first introduced it over 50 years ago. Another shot with Elaine Zhong epitomizes the holiday essence as she is dressed in different expressions of the iconic LOCK collection – a powerful symbol of unbreakable bonds.

The 2023 Tiffany & Co. holiday campaign will launch globally on print, digital and social channels on November 15.

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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