

Tiffany & Co. today debuts its 2025 holiday campaign, *Love Is a Gift*, starring global House ambassador Anya Taylor-Joy. Captured in Los Angeles, the campaign features an anthem film directed by Jonas Lindstroem and still imagery by Carlijn Jacobs, bringing cinematic elegance to the holiday season.

From New York City, the storied birthplace of Tiffany & Co., Anya ventures to London, Tokyo and back again, witnessing intimate moments where Tiffany Blue Boxes are exchanged and love is celebrated in all its forms. At the heart of the campaign is its central theme: “love is a gift”—a sentiment that further reinforces Tiffany & Co.’s place as the ultimate destination for extraordinary gifts and expressions of love, as captured in the Tiffany Icons that Anya wears, from HardWear to Lock, T and Knot.

In the campaign, Anya also wears designs from the new Bird on a Rock collection as she unfurls the white satin ribbon—the campaign’s central motif—around a Tiffany Blue Box®. The ribbon leads Anya around the world as she experiences various facets and expressions of love, from romantic to familial to self-love.

The campaign concludes where it began: on the snow-dusted streets of New York City, at the doors of The Landmark. Anya’s voice-over ends with: “And whether shared with another or with ourselves, love, in all its facets, is the most precious gift of all.”

Tiffany & Co.’s 2025 holiday campaign debuts globally on October 28, launching across digital platforms and social media.

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](https://www.tiffany.com).