Tiffany & Co. presents its 2026 Valentine’s Day campaign, a cinematic expression of love and strength. Anchored in the House’s long-standing tradition of evocative storytelling, the campaign stars Tiffany & Co. ambassador Adria Arjona in a short film that reaffirms the jeweler’s legacy of celebrating love stories since 1837. Throughout the short film, the actress wears a HardWear by Tiffany graduated necklace and matching earrings, bracelet and watch, as well as a Tiffany® Setting engagement ring. HardWear’s bold links and graphic silhouettes underscore the collection’s emblematic message of love rooted in strength and resilience.

The film unfolds as an intimate portrait of a couple, told through an unexpected narrative. Speaking in the third person, a husband reflects on a woman of remarkable strength, resilience and grace. His words initially suggest admiration for someone else—until the story resolves in the finale: the woman he describes *is* his wife, played by Adria Arjona. As the couple embrace and share a kiss, the sentiment reveals a powerful truth: that the greatest love stories are often the ones we live every day. The film balances personal intimacy with universal emotion, inviting viewers to see their own stories reflected within the narrative.

With this Valentine’s Day campaign, Tiffany & Co. continues its tradition of honoring love in all its forms, celebrating the House’s nearly two-century legacy of telling the world’s most poignant love stories.

The *Celebrating Love Stories Since 1837* campaign will debut on Tiffany & Co. channels on Tuesday, January 20.

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 14,000 employees, Tiffany & Co. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories. Over 3,000 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, equity 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.