NEW YORK, NY—Tiffany & Co. welcomes Jimin of 21st-century pop icons BTS as its newest global House ambassador. Known for his unique style and worldwide influence, Jimin is the perfect ambassador for the luxury jeweler and marks a new chapter for Tiffany & Co. with the intersecting worlds of music, art, culture and luxury.

“We are looking forward to welcoming multifaceted artist and performer Jimin of BTS as our newest House ambassador. He embodies the energy, style and sense of modernity that epitomizes Tiffany and Co.” said Alexandre Arnault, Executive Vice President, Product and Communications*. “We are proud and incredibly excited to unveil our future campaigns with him launching later this spring.”*

Celebrated around the world for his instantly recognizable vocals, impressive dance skills and commanding stage presence, Jimin’s creative journey is evolving. He recently announced the release of his first official album, *FACE*, and is focused on his new start as a solo artist as he reveals his new music to the world. As Tiffany & Co. House ambassador Jimin will showcase his unique approach to jewelry styling as he wears iconic Tiffany & Co. designs in forthcoming campaigns.

“It is a great honor to partner with Tiffany and embody the values of a brand that has a passion for design, innovation and artistry,” said Jimin.

The global pop sensation will join Tiffany & Co. as a House ambassador in March and his first campaigns for Tiffany & Co. will debut later this year.

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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