NEW YORK, NY—Tiffany & Co. today announces the launch of its new HardWear by Tiffany campaign starring the House's latest ambassadors, Mikey Madison and Greta Lee, together with Anna Weyant. Captured by renowned photographer and director Harley Weir, the campaign is centered on the theme of love's transformative strength. The short films and imagery showcase these influential figures wearing pieces from the coveted HardWear collection as they each share their personal definitions of strength, celebrating the symbolism of the collection and Tiffany & Co.'s deep connection to empowerment and love.

In each film, the talent—dressed in all black—expresses their unique views on strength. Mikey Madison, wearing a diamond-encrusted HardWear by Tiffany gold necklace, earrings, and bracelets, declares, *"When I'm questioning my own power, I think of things that seem fragile, but aren't."* The words they speak and the jewelry they wear come together to tell a powerful and authentic story of love and resilience.

Greta Lee, adorned in pavé diamond and gold pieces from the collection, shares her view on the power of unconditional love: *"When a family's love is unconditional, loving yourself is inevitable. Where love goes, strength follows."* Anna Weyant, reflecting on strength, adds, *"I believe the people who hold onto joy, through everything, are the strongest people alive."* Together, the three talent—Anna, Greta, and Mikey—come together in the anthem video, weaving their personal reflections into a unified narrative that celebrates the transformative strength of love.

The campaign will debut on Wednesday, April 2, across Tiffany & Co.'s print and digital platforms.

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.

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