NEW YORK, NY – This Mother's Day, Tiffany & Co. celebrates the unbreakable strength, love and devotion of mothers with its *Strong Like Mom* campaign—a touching tribute to the women who shape our lives with resilience, sacrifice and grace. At the heart of the campaign is a moving short film featuring real Tiffany & Co. employees and their children. In unscripted moments, children ages five to fifteen sit before the camera and share what makes their mothers strong. The campaign honors one of the most profound bonds: the love that is shared between mother and child.

As these touching testimonials unfold, the film intercuts with shots of the mothers, elegantly adorned in HardWear by Tiffany, a collection that embodies love's transformative strength. The film closes with a montage of vintage photographs of Tiffany & Co. employees with their own mothers, adding a nostalgic layer to the story.

Tiffany & Co. has been celebrating mothers since 1837, honoring the enduring power of love and devotion through its timeless creations. This year, the *Strong Like Mom* campaign pays homage not only to motherhood but also to the strength that defines every Tiffany & Co. woman. Join us in celebrating the mothers who inspire us every day.

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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