

Tiffany & Co. launches its fall 2015 ad campaign with three newly designed jewelry collections—[Tiffany Victoria™](#), [Tiffany Bow](#) and [Tiffany Infinity](#)—sparkling with diamonds in images that express not just personal style, but also cherished connections between friends and loved ones.

“Tiffany jewelry has long symbolized relationships that bring happiness and meaning to life,” said Caroline Naggia, Tiffany’s chief marketing officer. “It’s part of our great legacy, and we are proud to feature real life families in this campaign, adding a genuine emotional component to the designs’ style and beauty.”

The jewelry brilliantly accents acclaimed photographer Mario Sorrenti’s black-and-white photographs, which include sisters Dree and Langley Fox Hemingway, who share a lifetime of memories; models Crista Cober and Imaan Hammam, as relaxed as longtime friends; and model Doutzen Kroes with her son Phyllon, appearing together for the first time in an ad campaign.

Stylist Tabitha Simmons chose graceful, feminine fashion, layering the jewelry in various ways to show diversity of feeling and the evolution of these three collections. Design director Francesca Amfitheatrof added round and pear-shaped diamonds to give Tiffany Victoria™ the delicacy of petals. Her Tiffany Bow recalls the slender thread one might tie around a finger to remember something—or someone. Tiffany Infinity, inspired by the continuous energy and vitality of an ancient symbol, is contoured in a contemporary way. These collections can be seamlessly incorporated into everyday personal style, day or night, to create a spectacular diamond look.

The campaign was created with Tiffany’s ad agency, Ogilvy & Mather in New York. The campaign will appear in print, in the Autumn / Winter 2015 “This is Tiffany - 2nd edition” magazine, as well as across digital properties under the hashtags #TiffanyVictoria, #TiffanyBow and #TiffanyInfinity.

Sorrenti, renowned for high fashion editorial spreads and legendary campaigns, also directed a black-and-white film of the campaign that captures the joys of being together.

Tiffany is the internationally renowned jeweler founded in New York in 1837. Through its subsidiaries, Tiffany & Co. manufactures products and operates TIFFANY & CO. retail stores worldwide, and also engages in direct selling through Internet, catalog and business gift operations. For additional information, please visit Tiffany.com.