

Since 1837, Tiffany & Co. has reflected the profound ideals surrounding true love and has been part of the world’s greatest love stories. For spring 2015, Tiffany created a new advertising campaign that takes a truly modern look at love, the proposal and marriage.

The new campaign, titled Will You?, was shot on location in New York City and features a selection of couples at different stages of their relationship, some at the moment their decision is made – this is the person with whom I want to spend the rest of my life—and some on their wedding day.

Notably, the campaign portrays scenes featuring distinctly modern couples, some young and just starting out, another at their wedding with a child already in the picture, and a same-sex couple about to commit to marriage. These impactful scenes convey that modern love is not linear and that true love comes in a variety of forms. These couples represent the spectrum of people who visit Tiffany every day to find that uniquely symbolic ring, the ultimate expression of love. Just as each relationship in the campaign is unique, so, too, are Tiffany’s diverse engagement rings and wedding bands. Each has a singular beauty and timeless design elements that set it apart, to be cherished for a lifetime.

“No other brand embodies the emotion and trust that Tiffany does for those who are committed to one another,” said Caroline Naggiar, chief marketing officer of Tiffany & Co. “People have always looked to Tiffany to commemorate the most precious and joyous moments in their lives.”

The Will You? campaign, shot by acclaimed fashion photographer Peter Lindbergh, features seven scenes of loving couples pictured in various romantic settings. Additional campaign images include couples pictured on a city rooftop, driving in a convertible, at home on a cozy sofa and in a quiet café. All of these scenes have a unifying theme: they capture a moment in time when couples experience an intimate connection, an acknowledgement that yes, this person is the one, now and forever. This global campaign includes video, digital and social components designed to reach the Tiffany consumer across multiple channels.

Tiffany & Co. operates jewelry stores and manufactures products through its subsidiary corporations. Its principal subsidiary is Tiffany and Company. The Company operates TIFFANY & CO. retail stores in the Americas, Asia-Pacific, Japan and Europe, as well as in the United Arab Emirates and Russia. It also engages in direct selling through Internet, catalog and business gift operations. For more information, please visit Tiffany.com.

[#TiffanyWillYou](https://www.tiffany.com/campaign/will-you)

