

TIFFANY

FOR IMMEDIATE RELEASE

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X MARKS THE SPOT: INTRODUCING TIFFANY ATLAS X

For the first time since its launch 26 years ago, Tiffany puts a bold new spin on its Tiffany Atlas collection.

NEW YORK, NY (January 13, 2021)— Tiffany & Co. today announces the debut of Tiffany Atlas X—a bolder, more modern update to the iconic Tiffany Atlas collection. Inspired by the Roman numerals on the iconic clock at the Tiffany Fifth Avenue flagship store and evolving the original Tiffany Atlas designs that launched in 1995, the Tiffany Atlas X collection is about making your mark in time. Powerful angles, clean lines and statement silhouettes are united with graphic simplicity. Crafted from 18k gold, sterling silver and pavé diamonds, the Roman numeral motif is a constant reminder to take time into your own hands and treasure what matters most.

There are three different motifs within Tiffany Atlas X: Closed, X and Open. In the Closed and Open styles, knife edge profiles—a code of Tiffany's since the introduction of the Tiffany® Setting engagement ring in 1886—are pushed to a magnified scale for a bold, visual impact. Incised Roman numerals create sharp reflections and shadows that emphasize strong silhouettes. The X styles feature crisscrossing elements that reinforce the collection ethos in a modern way on earrings, pendants and more.

Within the range of Closed, Open and X styles, there are designs with diamond accents that sparkle with intense radiance. The Tiffany Atlas X wide bangle and ring feature pavé diamonds that are set in a honeycomb pattern that maximizes the appearance of the stones and limits the presence of metal between them. Juxtaposing closed and open forms in a myriad of textures, robust angles and modern

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proportions, Tiffany Atlas X offers numerous combinations for stacking, mixing and matching, and endless options for style versatility.

Tiffany Atlas X will launch in phases:

- In January 2021, the full Tiffany Atlas X Closed assortment will become available in the U.S., Canada, China and at global Tiffany & Co. flagship stores.
- In March 2021, the new Tiffany Atlas 34 mm watch will launch.
- In April 2021, the full assortment of Tiffany Atlas X jewelry will become available worldwide.

About Tiffany & Co.

In 1837, Charles Lewis Tiffany founded his company in New York City where his store was soon acclaimed as the palace of jewels for its exceptional gemstones. Since then, TIFFANY & CO. has become synonymous with elegance, innovative design, fine craftsmanship and creative excellence. During the 20th century its fame thrived worldwide with store network expansion and continuous cultural relevance, as exemplified by Truman Capote's *Breakfast at Tiffany's* and the film starring Audrey Hepburn.

Today, with a workforce of more than 14,000 employees, TIFFANY & CO. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories – including nearly 5,000 skilled artisans who cut diamonds and craft jewelry in the Company's workshops, realizing its 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 we operate.

The Company operates more than 300 TIFFANY & CO. retail stores worldwide as part of its omni-channel approach. To learn more about TIFFANY & CO. as well as its commitment to sustainability, please visit [tiffany.com](https://www.tiffany.com).

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