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**Tiffany & Co. Celebrates Valentine’s Day with Curtis Kulig Collaboration in “Blue is the Color of Love” Campaign**

Tiffany & Co. debuted its 2022 Valentine’s Day campaign: a collaboration with Curtis Kulig, the New York-based artist known for his signature “Love Me” mantra. The creative partnership, entitled “Blue is the Color of Love,” marks the latest in Tiffany’s long history of working with innovators and revolutionary artists, as well as an homage to the House’s authority in the world of love and commitment. The campaign is a celebration of the power of art, words and love itself.

*“‘Love Me’ was conceived as something very personal to me and it naturally grew into something that others interpret—that is what makes it interesting,”* said Curtis Kulig. On collaborating with the House, he explained*, “My creative process with Tiffany & Co. was very natural.”*

Curtis Kulig created a series of exclusive artworks for Tiffany’s Valentine’s Day campaign that declare messages such as, “Dare Me,” “Know Me” and “Kiss Me,” recontextualizing his “Love Me” concept in bold Tiffany Blue® typography. Since 2005, Kulig’s simple yet powerful plea has not only become ingrained in the urban fabric of New York, but it has also become an indispensable piece of popular culture. “Love Me” has appeared everywhere from city walls and canvases to neon lights, metal sculptures and in other high-profile collaborations. For the “Blue is the Color of Love” campaign, Kulig’s artworks for Tiffany & Co. are displayed alongside jewelry collections such as Tiffany HardWear, Tiffany Knot and Tiffany T.

The Tiffany & Co. x Curtis Kulig “Blue is the Color of Love” campaign debuts globally today on print and digital platforms, as well as on Tiffany.com.

**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 13,000 employees,
Tiffany & Co. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories. Nearly 5,000 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 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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