

TIFFANY & CO.

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Tiffany & Co. Celebrates Valentine's Day 2025 with *The Language of Love* Campaign Featuring Iconic Love Poems and Literary Works

NEW YORK, NY (January 31, 2025) – This year, Tiffany & Co. celebrates Valentine's Day with the House's new *The Language of Love* campaign featuring notable poems and literary works by acclaimed poets and writers ranging from Plato to Ella Wheeler Wilcox and Diane Ackerman. Love has remained the driving force behind Tiffany & Co. since its inception in 1837, and the campaign uplifts its many facets.

For nearly two centuries, Tiffany & Co.'s iconic creations have helped the world speak the ever-changing language of love. Today, the House's new Valentine's Day campaign celebrates love through poetic tributes, capturing authentic expressions of timeless bonds. A mix of iconic excerpts and passages, such as, "*The madness of love is the greatest of heaven's blessings*" from Plato's *Phaedrus* and Rumi's "*A thousand half-loves must be forsaken to take one whole heart home*," are showcased in the campaign which will be featured across quintessential New York City locations and Tiffany & Co. channels.

With heartfelt words, Tiffany & Co. celebrates the many ways in which love manifests this Valentine's Day. This year's *The Language of Love* campaign debuts on Tiffany's print and on digital channels on January 31, 2025.

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

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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](https://www.tiffany.com).

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