

TIFFANY & CO.

ContactName
200 Fifth Avenue
New York, NY 10010
000 000 0000
first.last@tiffany.com

Tiffany & Co. Unveils Its High Jewelry Campaign: A Celebration of Inventive Artistry, Unrivaled Craftsmanship and the House's Most Emblematic Creations

NEW YORK, NY (TKDate, 2025) – Tiffany & Co. is proud to unveil its latest Tiffany High Jewelry campaign, a celebration of artistry, heritage and extraordinary craftsmanship. Featuring iconic Tiffany & Co. designs, including the legendary Bird on a Rock brooch, alongside breathtaking creations from the Blue Book 2024: *Tiffany Céleste* collection, the campaign showcases a stunning array of diamonds and inventive creations that epitomize luxury, creativity and sophistication.

Photographed by Carlijn Jacobs, the campaign is a contemporary interpretation of some of Tiffany & Co.'s most iconic high jewelry images, reimagining them through a modern lens. Her creative vision draws inspiration from the *Tiffany Style* book by John Loring, which features extraordinary Tiffany High Jewelry from the 1950s and '60s, as well as the photography of Hiro, who captured iconic images featuring some of the House's most celebrated designs.

The campaign pays tribute to Tiffany's authority in the world of high jewelry and its legacy of uplifting spectacular gemstones. The Bird on a Rock high jewelry brooch featured in the campaign—an emblematic Tiffany & Co. creation and a symbol of joy, optimism and possibilities—showcases pear-shaped and round brilliant diamonds along with custom-cut baguette diamonds. Completing the creation, Tiffany High Jewelry artisans mounted the indelible diamond bird motif on a breathtaking D-color, cushion-cut diamond of over 25 carats.

Another showstopping piece in the campaign is the Shooting Star necklace from Blue Book 2024: *Tiffany Céleste*. This masterpiece features a mesmerizing center stone: a D-color, internally flawless emerald-cut diamond of over 18 carats. Designed to evoke the celestial beauty of a shooting star, the awe-inspiring necklace is set with 857 round brilliant diamonds of over 60 total carats and 140 baguette diamonds of over 9 total carats that sparkle like stardust. The design can also be worn as a showstopping ring, reflecting Tiffany's legacy of inventive craftsmanship while offering a sense of versatility to its most esteemed clients.

In addition to the Shooting Star necklace and Bird on a Rock brooch, the campaign also showcases high jewelry earrings including a pair set with D-color, internally flawless diamonds—further emphasizing

For further inquiries, please visit press.tiffany.com.

Tiffany, T&CO., Tiffany & Co., The color and word mark Tiffany Blue, and the design and word mark Tiffany Blue Box are trademarks of Tiffany and Company and its affiliates.

© 2025 Tiffany and Company. All rights reserved.

TIFFANY & CO.

Tiffany's commitment to unparalleled craftsmanship and artistry—as well as a Bird on a Rock watch. On this extraordinary high jewelry timepiece, the diamond-encrusted bird motif moves gracefully around the dial following a path of 36 baguette diamonds of over 4 total carats.

Since 1845, Tiffany & Co. has been a leader in the world of high jewelry, setting the standard for artistry, craftsmanship and innovation. The new campaign reinforces the House's rich legacy, highlighting its ability to blend history with modern design while continuing to create pieces of exceptional beauty.

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 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).

[@tiffanyandco](https://www.tiffany.com) [#TiffanyHighJewelry](https://www.tiffany.com)

For further inquiries, please visit [press.tiffany.com](https://www.tiffany.com).

Tiffany, T&CO., Tiffany & Co., The color and word mark Tiffany Blue, and the design and word mark Tiffany Blue Box are trademarks of Tiffany and Company and its affiliates.

© 2025 Tiffany and Company. All rights reserved.