

# TIFFANY&CO.

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## **Tiffany & Co. Unveils Its 2025 US Open Pop-up with an Immersive New Design Featuring the House's Legendary Trophies and a Custom HardWear by Tiffany Tennis Racket**

NEW YORK, NY (August 20, 2025) — Tiffany & Co. today announces its return to the USTA Billie Jean King National Tennis Center with a reimagined pop-up for the 2025 US Open. Marking its third consecutive year at the celebrated tournament, the House invites guests to explore an immersive space that reflects its legacy of craft, inventiveness and a love of sporting excellence.

Located in the Fountain Plaza, the 2025 Tiffany & Co. US Open pop-up captivates passersby with an oversized Tiffany Blue® tennis ball anchoring one corner of the experience. Inside, guests can view the Men's and Women's Singles Championship trophies, crafted annually by Tiffany's master silversmiths at the Tiffany & Co. Holloware workshop in Cumberland, Rhode Island—a tradition that spans nearly 40 years.

Making its debut this year is a one-of-a-kind HardWear by Tiffany tennis racket, inspired by one of the House's most iconic collections. This bespoke design showcases nearly 5 total carats of diamonds on the front and is paired with a 24k gold vermeil tennis ball set with nearly 7 carats of diamonds tracing its seams. This striking fusion of sport and jewelry exemplifies Tiffany & Co.'s extraordinary savoir faire.

The pop-up also features an exclusive Tiffany & Co. & Meta AI experience, allowing guests to engage with the House in a way that blends technology with heritage. Guests can envision themselves as tennis stars with a digital takeaway depicting them on center court.

Tiffany & Co. will once again bring the world of Tiffany on-court with a branded display for the Men's and Women's Singles, Doubles and Mixed Doubles Championship ceremonies.

The Tiffany & Co. US Open pop-up is open from August 18 to September 7 and located in the Fountain Plaza of the USTA Billie Jean King National Tennis Center.

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

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