

INFORMATION UNDER EMBARGO UNTIL THE 2ND OF APRIL 2020

TIFFANY & CO. DEBUTS NEW T COLLECTION, *TIFFANY T1*

Exclusive Rose Gold and Diamond Designs Launch in April 2020.

Because I am the one. Because you are the one.

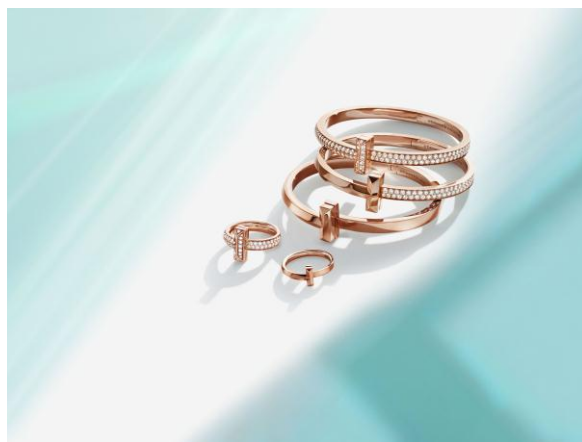
NEW YORK, NY (TKTK)— Tiffany & Co. launches the next chapter of the Tiffany T legacy with the introduction of Tiffany T1. This new evolution of the Tiffany T collection celebrates the iconic ‘T’ motif—featured in the brand’s jewelry designs since the early 1980s. Building on the pioneering motif of a house icon, Tiffany T1 galvanizes the belief in extraordinary jewelry to wear every day.

Designed by Reed Krakoff, Tiffany’s chief artistic officer, Tiffany T1 will be unveiled with a year-long series of global launches, beginning with a curated edit of nine 18k rose gold key styles in April 2020; 18k white and yellow gold styles will follow in summer 2020. Five of the nine designs are intricately set with radiant Tiffany diamonds. Intended to be worn and become part of your signature style and story, these modern and effortless fine jewelry pieces create a bold yet refined statement. Designed for a woman with a point of view, whatever phase of life the wearer is in: Tiffany T1 is the ultimate piece that people buy for themselves and wear as a symbol of their accomplishments.

“At Tiffany, we believe that luxury should be effortless and irreverent,” said Krakoff, “While designing Tiffany T1, we wanted to honor the legacy of the iconic ‘T’ motif, but also elevate and modernize it with hand-set diamonds in the beveled edges. Through these pieces, we convey that precious stones aren’t just for special occasions—they can be worn every day as a celebration of yourself.”

Tiffany T1 jewelry combines clean lines and graphic forms with new elegantly angular and feminine proportions, and is timelessly elevated with expertly set diamonds. Encircling the wrist, finger or neck, the ‘T’ motif forms an unbroken circle that represents individual strength and self-empowerment. An innovative beveled bar with a subtle clasp is integrated seamlessly on the reverse.

Tiffany T1 launches in April with bracelets and rings in 18k rose gold that are available in wide and narrow widths, including styles with pavé diamonds expertly set by hand in a honeycomb pattern, priced between \$850 and \$28,000. 18k yellow and white gold metalways will launch in June 2020, while bracelets, rings, earrings and pendants set with baguette diamonds will launch in September 2020. A striking high jewelry necklace—masterfully set with mixed-cut diamonds—will be available September 2020, and priced at \$150,000.



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 more than 14,000 employees, TIFFANY & CO. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories – including more than 5,000 skilled artisans who cut diamonds and craft jewelry in the Company's workshops, realizing its commitment to superlative quality.

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

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