

TIFFANY

FOR IMMEDIATE RELEASE

200 FIFTH AVENUE
NEW YORK, NEW
YORK 10010

TIFFANY & CO. DEBUTS A SPECIAL EDITION OF THE ELSA PERETTI® BONE CUFF

The timeless design icon comes in colorful new hues and carved stones to honor its 50th anniversary

NEW YORK, NY (TKTK)— Tiffany & Co. announces new special-edition designs of Elsa Peretti's Bone cuff to celebrate the icon's 50th anniversary and Peretti's love of color. Powerfully feminine with an effortless ease, this groundbreaking design was introduced in the 1970s and showcases the ergonomic sensuality that informs Peretti's jewelry. Launching in May 2020, and reimagined in vibrant red, blue and green hues with a "special edition" inscription, the Bone cuff is as artful as it is beautiful. Carved stone styles are a nod to the sublime beauty that Peretti finds in nature, featuring sterling silver with black jade, sterling silver with turquoise and 18k yellow gold with green jade to follow in September 2020.

Her trailblazing craftsmanship is exemplified in the way that the Bone cuff seamlessly contours to the wrist, designed specifically for the right and left wrists, and to be worn as a pair, becoming one with the body. A testament to her curiosity and creativity, the tactile, sculptural form of the cuff is drawn from her visits as a young girl to the crypt of a 17th-century Capuchin church in Rome and her time spent in Barcelona inspired by Antonio Gaudí's Casa Mila.

"I have always been interested in the mechanics and its feel: every jewelry piece should be captivating and comfortable to wear," says Elsa Peretti .

& Co.

FOR FURTHER INQUIRIES, PLEASE VISIT [PRESS.TIFFANY.COM](https://press.tiffany.com)

TIFFANY, T&CO., AND TIFFANY & CO., ARE TRADEMARKS OF TIFFANY AND COMPANY AND ITS

TIFFANY

The Bone cuff holds an empowering effect when worn, and is a symbol of strength and grace. Peretti's aesthetic embodies the modern independent woman and her unique style sensibility. Her designs are revered by major museums around the world, including The Metropolitan Museum of Art in New York and the British Museum in London. Peretti is considered one of the most important and collected designers of our time.

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

Elsa Peretti is a trademark of Elsa Peretti. Elsa Peretti designs copyrighted by Elsa Peretti. ©2020 TIFFANY AND COMPANY.

#ELSAPERETTI
@TIFFANYANDCO

For more information:
Marine Verdussen
Marine.verdussen@top-secret.be

& Co.

FOR FURTHER INQUIRIES, PLEASE VISIT [PRESS.TIFFANY.COM](https://press.tiffany.com)

TIFFANY, T&CO., AND TIFFANY & CO., ARE TRADEMARKS OF TIFFANY AND COMPANY AND ITS