

TIFFANY & Co.

For Immediate Release

TIFFANY & CO. INTRODUCES NEW FRAGRANCE

Riley Keough, Ana de Armas, Zoey Deutch, St. Vincent and Doutzen Kroes, amongst others, joined Tiffany & Co. in celebrating the launch during New York Fashion Week

New York City, NY (September 6, 2017)— Tiffany & Co. hosted the beauty and fashion elite for an unforgettable evening to launch the brand's new artisanal fragrance.

Celebrities, models, and fashion icons attended the event to experience the new scent and enjoy cocktails and appetizers at Highline Stages. St. Vincent captivated the crowd with an intimate performance which included a cover of “All You Need is Love”, the same song she sings in the fragrance campaign.

Love and beauty are the essence of Tiffany, and the new fragrance captures that in a bottle – a sparkling floral scent with the precious iris as its heart as the hero ingredient.





Actress **Riley Keough** complemented her look with Tiffany HardWear graduated link earrings and a Tiffany T bracelet.

Actress **Ana de Armas** accessorized her velvet jumpsuit with a Tiffany HardWear necklace and bracelet, as well as a Tiffany T bracelet.

Actress **Zoey Deutch** also donned pieces from the Tiffany HardWear collection, including a necklace, bracelet, and link earrings.

Musician and performer **St. Vincent** accessorized her Magda Butrym dress with almost \$200,000 worth of diamonds. During the performance, she changed into a vintage Versace dress with a Tiffany Victoria necklace.

Model **Doutzen Kroes** donned Tiffany's Save the Wild elephant brooch, which supports the Elephant Crisis Fund.

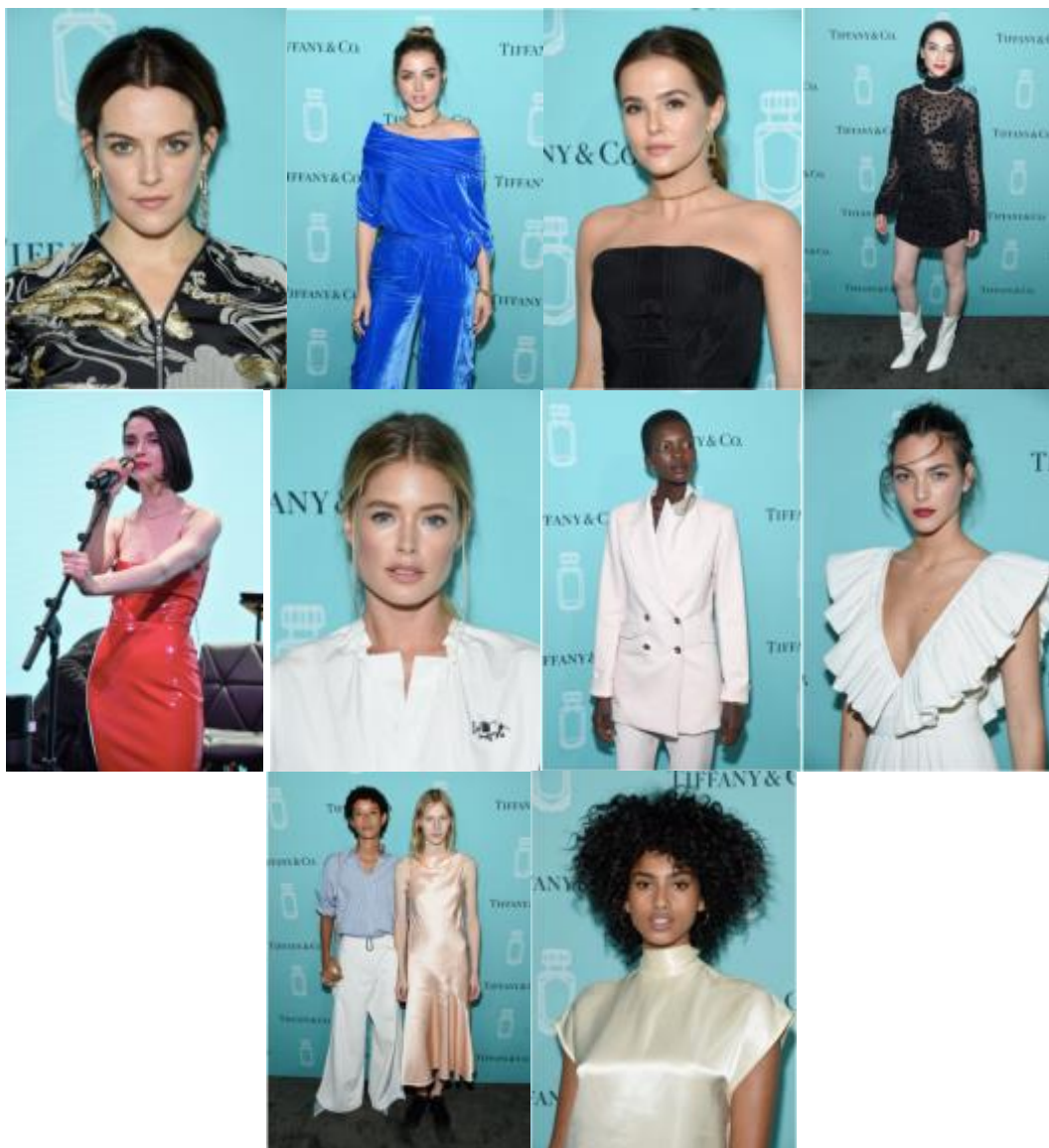
Model **Achok Majak**, who stars in the fragrance campaign, accessorized her edgy suit with rose gold bracelets and two individual earrings from the Tiffany HardWear collection.

Model **Vittoria Ceretti**, who stars in the fragrance campaign, sparkled in Tiffany diamonds, including earrings, a necklace, three bracelets and three rings.

Model **Julia Nobis**, who stars in the fragrance campaign, also chose Tiffany diamonds to embellish her look.

Model **Imaan Hammam** wore pieces from the Tiffany T collection, including T wire hoop earrings, two bracelets, and two rings.

Additional fashion credits can be found below.



For hi-res images please visit:

Tiffany & Co. Event in NYC - Arrivals

http://assignments.gettyimages.com/mm/nicePath/gyipa_public?nav=pr539228189

Tiffany & Co. Event in NYC - Inside

http://assignments.gettyimages.com/mm/nicePath/gyipa_public?nav=pr539228493

BFA

<https://bfa.com/events/20586>

Caption: XX at Tiffany & Co. Fragrance Launch

JEWELRY DETAILS

Riley Keough:



Tiffany T square bracelet in 18k gold, small.
\$5,200.00



Tiffany HardWear graduated link earrings in 18k gold.
\$5,000.00

Ana de Armas:



Tiffany HardWear graduated link necklace in 18k gold.
\$9,500.00



Tiffany HardWear link bracelet.
\$6,000.00



Tiffany T chain bracelet in 18k gold, medium.
\$5,600.00

Zoey Deutch:



Tiffany HardWear necklace in 18k gold.
\$5,500.00



Tiffany HardWear link bracelet.
\$6,000.00



Tiffany HardWear link earrings in 18k gold.
\$4,000.00

St. Vincent:



Tiffany Victoria® graduated line necklace in platinum with diamonds.
\$58,000.00



Tiffany Victoria® mixed cluster necklace in platinum with diamonds.
\$100,000.00



Tiffany Circlet necklace with diamonds in platinum, mini.
\$43,000.00



Tiffany five-row ring in 18k white gold with diamonds.
\$6,900.00



Tiffany Victoria® band ring in platinum with diamonds.
\$16,500.00



Tiffany Victoria® alternating ring in platinum with diamonds.
\$14,000.00



Tiffany Cobblestone band ring in platinum with diamonds.
\$9,800.00



Tiffany T two ring in 18k white gold with diamonds.
\$2,950.00

Doutzen Kroes:



Tiffany Save the Wild elephant brooch in silver with a tsavorite, large.
\$500.00

Achok Majak:



Tiffany HardWear link bracelet in 18k rose gold, medium.
\$6,000.00



Tiffany HardWear ball wire bracelet in 18k rose gold.
\$1,700.00



(One) Tiffany HardWear ball 14MM hook earrings in 18k gold.
\$1,250.00



(One) Tiffany HardWear bolt stud earrings in 18k gold.
\$975.00

Vittoria Ceretti:



Tiffany Cobblestone Diamond Bracelet in platinum with diamonds.
\$11,000.00



Tiffany Cobblestone bracelet in platinum with diamonds.
\$25,000.00



Tiffany Victoria® line bracelet in platinum with diamonds.
\$15,000.00



Tiffany Victoria® mixed cluster earrings in platinum with diamonds, large.
\$16,500.00



Tiffany Victoria® ring in platinum with diamonds.
\$5,700.00



Tiffany Victoria® band ring in platinum with diamonds.
\$16,500.00



Tiffany Circlet ring of diamonds in platinum.
\$5,200.00

Julia Nobis:



Tiffany Circlet bracelet of diamonds in platinum.
\$17,000.00



Tiffany Victoria® mixed cluster earrings in platinum with diamonds, large.
\$16,500.00

Imaan Hammam:



Tiffany T square bracelet in 18k gold with pavé diamonds, small.
\$10,500.00



Tiffany T wire bracelet in 18k white gold with rubies.
\$3,000.00



Tiffany T wire hoop earrings in 18k gold, large.
\$1,650.00



Tiffany T wire ring in 18k gold with diamonds.
\$2,200.00



Tiffany T wire ring in 18k white gold with rubies.
\$1,500.00