

JEWELRY

Tiffany gets political as Trump administration postpones Paris Climate Agreement meetings

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Tiffany & Co.'s Blue Box

By STAFF REPORTS

Jeweler Tiffany & Co. is calling on President Donald Trump to keep the United States in the Paris Climate Agreement.

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The Paris Climate Agreement, or the Accord de Paris in French, is an agreement within the United Nations Framework Convention on Climate Change (UNFCCC) to deal with greenhouse gas emissions through mitigation, adaptation and financial policy starting in 2020. The Paris Climate Agreement was negotiated by representatives of 195 countries in 2015.

Climate activists

President Trump has expressed a desire to exit the Paris Climate Agreement. President Trump has pro-coal policies and has been vocal in his criticism of climate change and global warming.

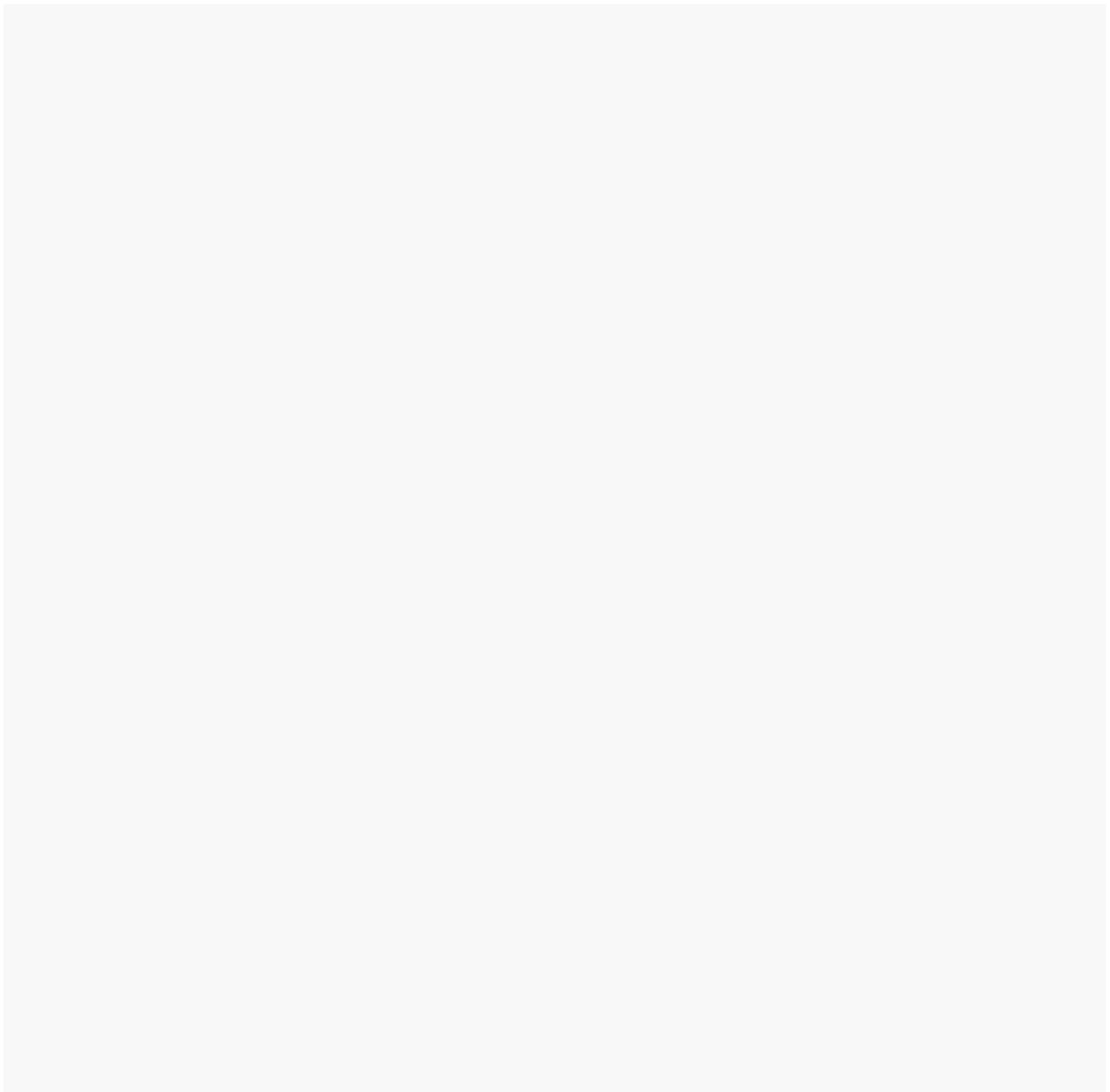
On May 8, a number of nations urged President Trump to keep the U.S. in the agreement. President Trump has streamlined policy that will lessen the U.S.' pledge to decrease its greenhouse gas emissions, raising concerns among advocates of the agreement.

The Paris Climate Agreement is backed by the governments of China and the oil producing countries of OPEC.

As of press time, the Trump administration has postponed meetings to discuss the Paris Climate Agreement further amid public outcry from international governments, the U.S. public and brands.

Tiffany, for example, wrote to President Trump in an Instagram post typed on its signature blue.

In its message, the jeweler wrote, "We're still in for bold climate action. Please keep the U.S. in the Paris Climate Agreement. The disaster of climate change is too real, and the threat to our planet and to our children is too great."



Tiffany strongly supports keeping the U.S. in the #ParisAgreement. #ClimateChange #ActOnClimate #TiffanyCSR

A post shared by Tiffany & Co. (@tiffanyandco) on May 9, 2017 at 5:00am PDT

Comments on the post were mixed. The majority of brand followers voiced support of the jeweler's statement, while others said they wished Tiffany would stay out of politics.

The jeweler has butted heads with President Trump before.

Tiffany & Co.'s Fifth Avenue flagship's proximity to Trump Towers has resulted in an unlikely branding effort for the U.S. jeweler.

The jeweler's iconic flagship, known for its cameos in Hollywood films and its annual holiday windows, finds itself on the same block as Trump Towers, the Midtown Manhattan home of U.S. President-elect Donald Trump. Since the election results were announced Nov. 8, protesters had been picketing outside the building, causing the Secret Service and New York Police Department to heighten security along Fifth Avenue, just in time for the holiday season ([see story](#)).