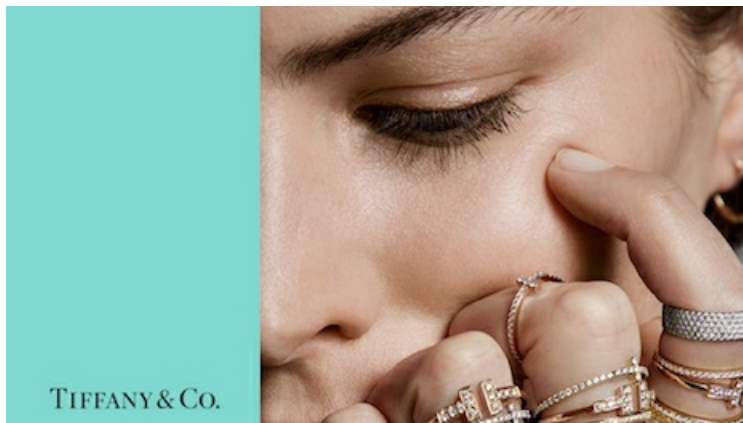


JEWELRY

Reed Krakoff debuts first creative campaign for Tiffany

July 26, 2017



Cameron Russell wears Tiffany T two rings and Elsa Peretti Diamonds by the Yard for fall 2017. Image courtesy of Tiffany & Co.

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is celebrating self-expression and individuality in its personality-driven campaign for fall 2017.

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The jeweler's "There's Only One" fall campaign is an ode to personal strength and brings together six personalities from different disciplines. Each of the campaign ambassadors for fall brings with them their own signature style, personality and imaginative vision.

Celebrations of self

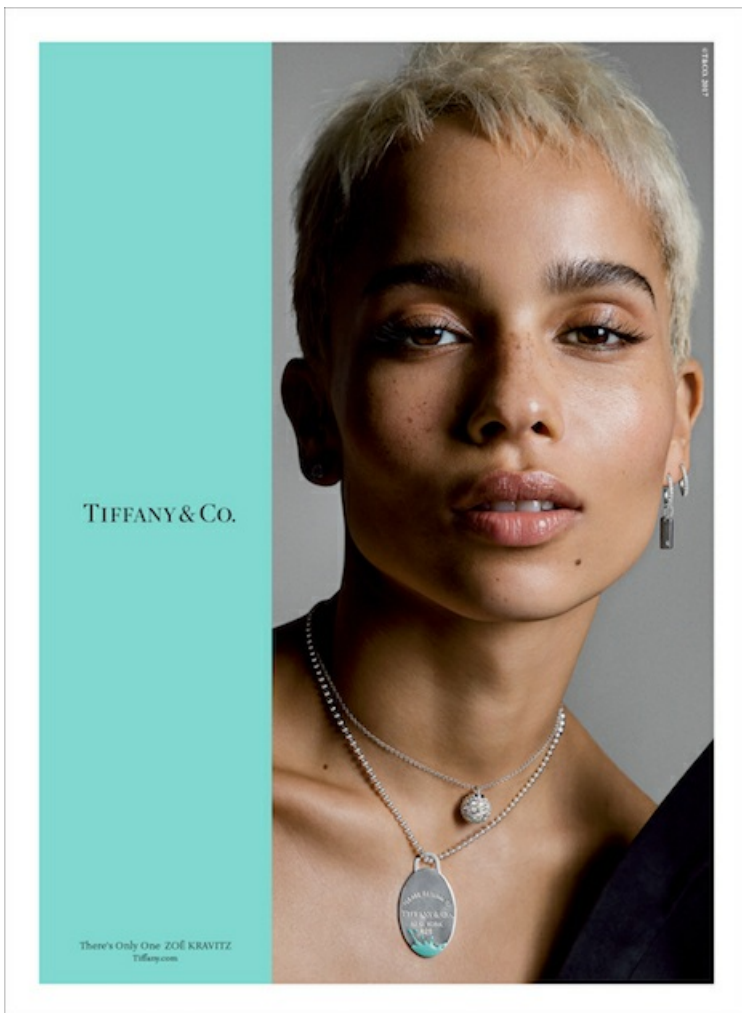
Tiffany's fall campaign of portraits was shot by fashion photography duo Inez & Vinoodh and was led by Reed Krakoff.

Mr. Krakoff was brought on board at Tiffany in the summer of 2016 as a creative collaborator, but was soon promoted to chief artistic officer in January 2017, a new position created with the designer in mind.

The designer's new role began after it was announced that Francesca Amfitheatrof would step down as design director, a position she held since 2014 ([see story](#)).

Tiffany's fall campaign is Mr. Krakoff's first creative expression for the jeweler.

Faces of the campaign include actress Elle Fanning, principal dancer for the Bolshoi Ballet and American Ballet Theater David Hallberg, actress and singer Zoe Kravitz, Oscar-nominated actress Janelle Mone, American supermodel and activist Cameron Russell and musician Annie Clark, better known by her stage name, St. Vincent.

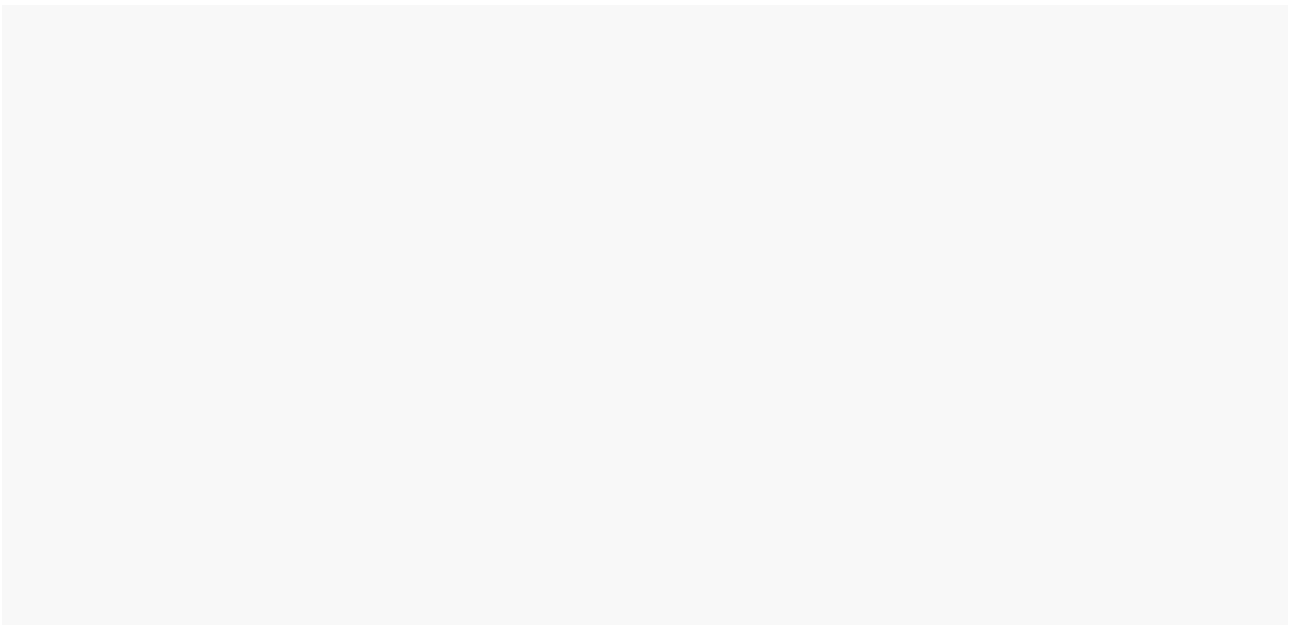


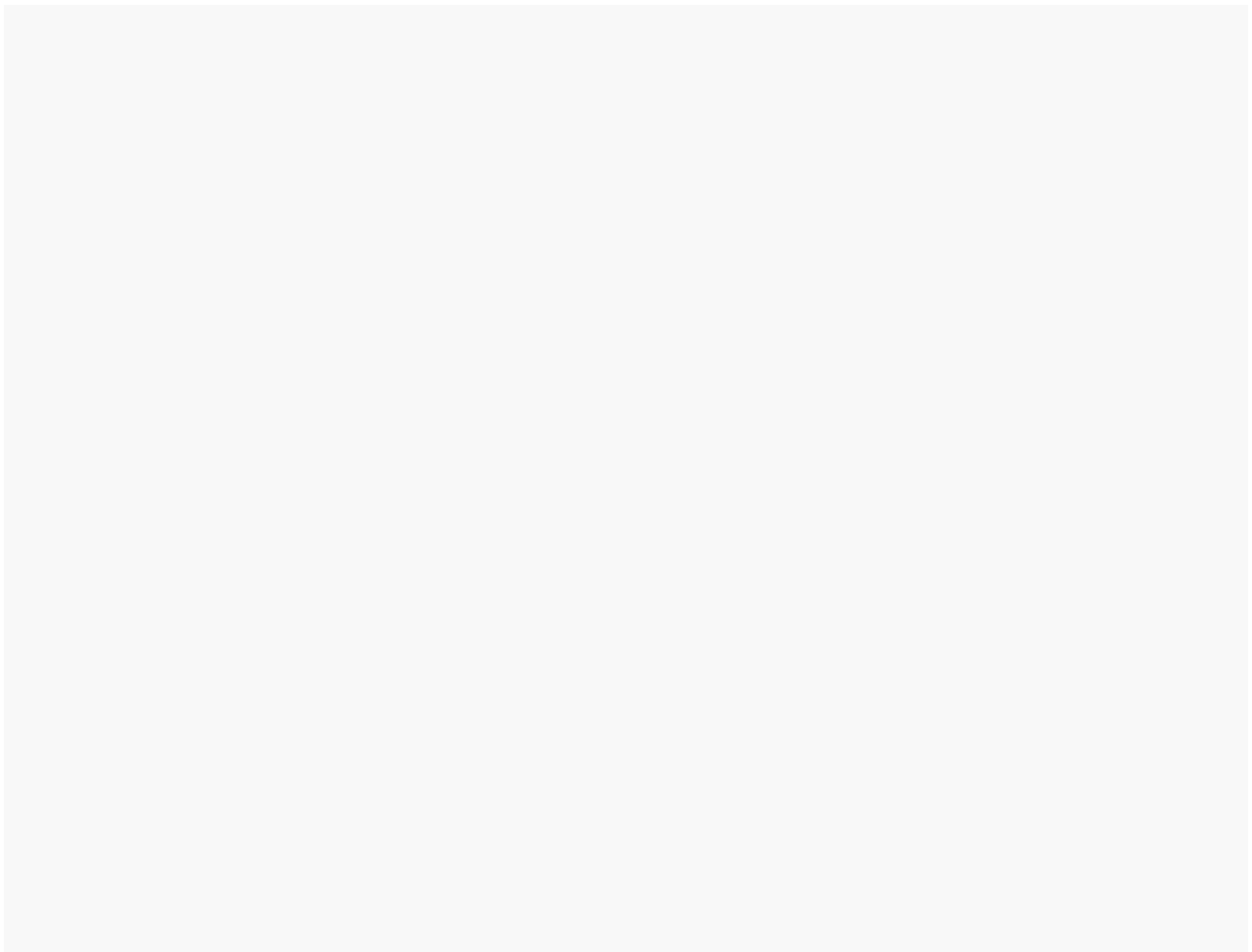
Zoe Kravitz wears latest Tiffany HardWear designs and Return to Tiffany pendant for fall 2017. Image courtesy of Tiffany & Co.

Each portrait, as well as behind-the-scenes videos, are styled with Tiffany jewelry lines such as Tiffany Keys, Return to Tiffany, Tiffany T, Elsa Peretti for Tiffany, Tiffany Victoria and the brand's latest Tiffany HardWear.

Tiffany's fall campaign serves as a reflection of the personal style and influence of its consumers who have worn its wares throughout its 180-year history.

The campaign will appear in print and video, and will be shared across Tiffany's social channels.





Creativity. Passion. Individuality. Our exciting new launch is coming soon #TheresOnlyOne

A post shared by Tiffany & Co. (@tiffanyandco) on Jul 25, 2017 at 2:20pm PDT

Tiffany will use the #TheresOnlyOne hashtag to promote the campaign.

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