

JEWELRY

## Tiffany surpasses pledge with \$5M+ donation to wildlife causes

December 27, 2019



*Tiffany & Co. donated more than \$5 million to the Wildlife Conservation Network from profits generated through sales of its Save the Wild collection. Image credit: Tiffany & Co.*

By STAFF REPORTS

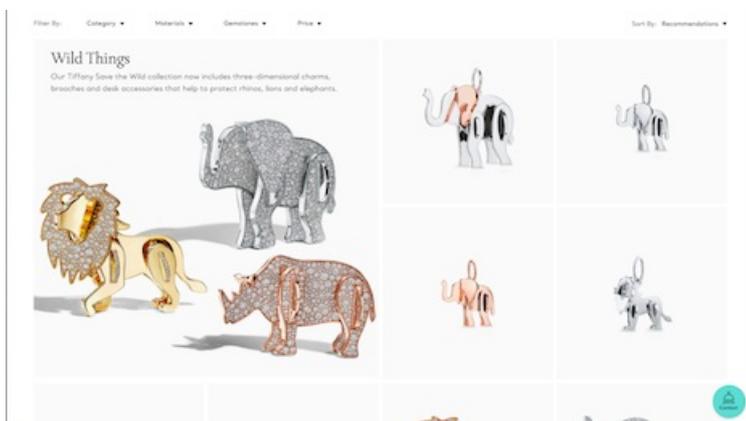
U.S. jeweler Tiffany & Co. has raised more than \$5 million since the launch two years ago of its Save the Wild collection whose total profits go to the Wildlife Conservation Network.

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The New York-based company, which **next year becomes part of the LVMH group for \$16.2 billion**, has long supported wildlife conservation causes.

**Sterling contribution**

Tiffany's **Save the Wild** collection comprises 21 three-dimensional charms, brooches and desk accessories whose profits go to protect rhinos, lions and elephants.



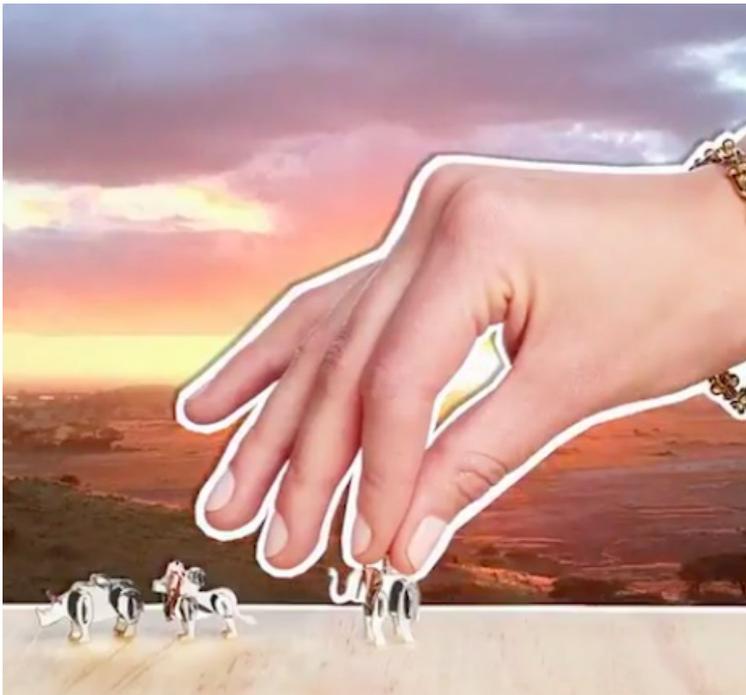
*Tiffany's Save the Wild collection is also available online at Tiffany.com. Image credit: Tiffany & Co.*

The items, made in the shape of elephants, rhinos and lions, come in gold and silver variants, with and without diamonds.

Prices range from \$250 for a mini sterling silver rhino or elephant charm to \$35,000 for an elephant brooch in white

gold and diamonds. The collection is also sold online.

The company is promoting sales of its Save the Wild collection over social media, including via a Twitter post.



*Twitter post from Tiffany to promote its Save the Wild collection. Image credit: Tiffany & Co.*

Tiffany had originally pledged to raise \$1 million by January 2019 for the Wildlife Conservation Network, but had met its goal by December 2018.

Since then, the jeweler has posted a 400 percent jump in its contribution to the charity.

WILDLIFE CONSERVATION has been a pet cause for Tiffany for a while now.

Tiffany's foundation in 2018 sponsored a film from Conservation International that took viewers into Africa and its wildlife, along with the individuals who care for the animals.

Narrated by actress Lupito Nyong'o, the film used 360-degree effects, mixing technology with nature ([see story](#)).

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