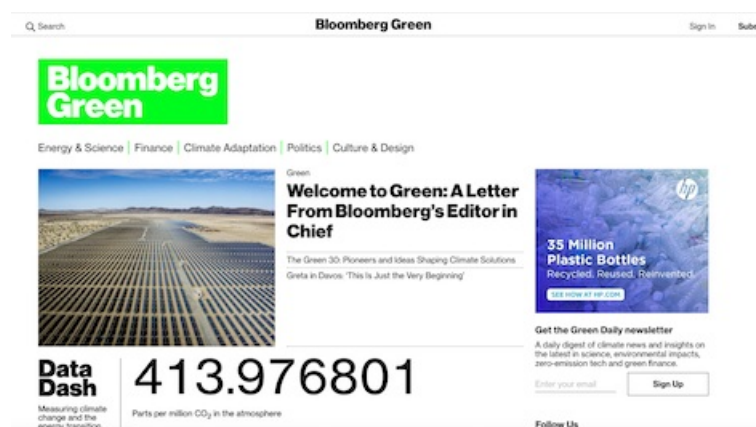


MEDIA/PUBLISHING

## Tiffany, in nod to sustainability, throws weight behind new Bloomberg Green media brand

January 21, 2020



*Bloomberg Green is the latest brand to ride the sustainability wave. Image credit: Bloomberg Green*

By STAFF REPORTS

U.S. jeweler Tiffany & Co. has become a founding sponsor of Bloomberg Green, a new multimedia editorial brand from Bloomberg Media established to focus on climate change news, analysis and solutions.

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The support is in line with Tiffany's focus on sustainability and green practices across its entire supply chain. The brand will soon join the LVMH family of companies after its \$16.2 billion acquisition goes through this year.

"We share a fundamental commitment to supporting communities, promoting conservation and addressing climate change which we believe to be the defining issues of our time and look forward to partnering with Bloomberg Media to bring important sustainability storytelling to life," said Anisa Kamadoli Costa, chief sustainability officer of **Tiffany**, in a statement.

### Greenbacks

**Bloomberg Green** will rely on the parent company's newsroom of 2,700 journalists and analysts across 120 countries. It will focus on the business, science and technology of climate change.

The franchise includes a Web site at BloombergGreen.com with an interactive climate data dashboard, daily email newsletter, podcast and print magazine. It will also be integrated across all Bloomberg media properties, including events and the Bloomberg Terminal.

Other founding sponsors of Bloomberg Green are Amazon, HP Inc., PGIM and JLL, as well as presenting sponsor Iberdrola. Custom content and integration are planned with each sponsor, including Tiffany.

"We want Bloomberg Green to be the indispensable guide to anyone who wants to understand the great transition that is climate change investors, politicians, chief executives and scientists to be sure, but also clever readers everywhere," said John Micklethwait, editor in chief of Bloomberg, in a statement.

"Our hope is that it will bring clarity and data where there is currently fog and fear," he said.

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