

JEWELRY

Tiffany commits extra \$2M to COVID-19 recovery with Tiffany Infinite Strength campaign

July 1, 2020



All profits from the sale of the Tiffany Infinity Collection through Aug. 31 will go to COVID-19 relief. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. has debuted its Tiffany Infinite Strength campaign with 100 percent of the profits from worldwide sales of the Tiffany Infinity Collection going to the CARE charity.

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The New York-based company will commit a minimum of \$2 million July 1 through Aug. 31 to support women and minorities affected by the COVID-19 coronavirus outbreak and fallout.

"With this campaign, our customers can join Tiffany in spreading a message of strength and optimism," said Anisa Kamadoli Costa, chief sustainability officer of Tiffany, in a statement.

"The Tiffany Infinite Strength campaign reflects our commitment to providing support for the most vulnerable communities affected by COVID-19, whose recovery is critical as the world begins to move forward," she said.

Unless circumstances change, Tiffany is on track to become part of French luxury conglomerate LVMH if the \$16.2 billion transaction goes through this year.

Showing mettle

The latest campaign follows the Tiffany & Co. Foundation's April commitment of \$1 million to causes which support the COVID-19 Solidarity Response Fund for the World Health Organization and The New York Community Trust's NYC COVID-19 Response & Impact Fund ([see story](#)).

The Tiffany Infinity motif is cast as a symbol of strength, optimism and continual connection.

All 37 styles in the **Tiffany Infinity Collection** will be included in the Tiffany Infinite Strength campaign.

The range covers bracelets, rings, earrings and pendants, available in white, yellow and rose gold, platinum and sterling silver, with select styles set with diamonds. Products are priced at \$150 to \$5,900.

THE TIFFANY DONATION will help up to 80,000 people in food and monetary distress due to lost wages over the

COVID-19 fallout.

"CARE is pleased to be joining with Tiffany & Co. on the Tiffany Infinite Strength campaign," said Michelle Nunn, president/CEO of CARE, in a statement.

"It is an important partnership at a critical time, and we are proud to stand alongside such an iconic partner," she said.

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