

JEWELRY

## Tiffany & Co. launches first men's engagement rings

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*This is the first men's engagement ring from Tiffany & Co. Image courtesy of Tiffany & Co.*

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By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is introducing its first men's engagement rings, inviting men across the world to celebrate their love with a Tiffany diamond.

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The jeweler is debuting the Charles Tiffany setting, named after founder Charles Lewis Tiffany, who seized the world's attention in 1886 when he introduced the women's solitaire diamond engagement ring, the Tiffany setting. The Charles Tiffany setting is a symbol of the jeweler's commitment to love and inclusivity, welcoming new traditions in the celebration of all love stories.

### The Charles Tiffany Setting

Tiffany's first diamond engagement ring designs for men symbolize a modern egress from a traditional wedding band. The platinum and titanium designs feature powerful contours, a contemporary profile and a distinct center diamond.

The first release of the Charles Tiffany setting will be available in round and emerald-cut diamonds up to five carats. The styles with a round brilliant diamond showcase a streamlined knife-edge band, inspired by the band on the iconic Tiffany setting, while the styles with an emerald-cut diamond feature strong, architectural beveled edges.



*The new engagement rings are available in round and emerald-cut diamonds. Image courtesy of Tiffany & Co.*

The Charles Tiffany setting engagement rings will debut at Tiffany & Co. flagship stores globally in May.

The U.S. jeweler is also continuing to bring transparency to its diamond supply chain, highlighting its role in diamond traceability. Tiffany & Co. Delivers the full craftsmanship journey for each newly sourced, individually registered diamond, including each diamond that is set in The Charles Tiffany Setting.

Last October, Tiffany & Co. introduced a video series, sharing the full craftsmanship journey of its newly sourced, individually registered diamonds that are 0.18 carats or larger. As younger consumers lose interest in mined diamonds because of sustainability concerns, the jeweler continues to offer unprecedented levels of transparency for its diamonds ([see story](#)).

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