

SPORTS

Tiffany & Co. adds limited-edition sports jersey to Super Bowl LVII lineup

February 3, 2023



This limited-edition sports jersey celebrates the 57th annual Super Bowl presented by the U.S. National Football League. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is honoring the brand's ties to American football with the release of a special sports jersey in honor of this year's event.

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In partnership with American sports clothing company Mitchell & Ness Nostalgia Co., the release celebrates the U.S. National Football League's (NFL) Super Bowl LVII, which will take place on Feb. 12, 2023, in Glendale, Arizona. The jersey's design features several of Tiffany's signature elements.

Home team

Tiffany & Co. shares a significant history with the Super Bowl.

It was vice president Oscar Riedener who, in 1966, sketched the design for the competition's trophy, which debuted the following year. Tiffany & Co. has crafted the trophy ever since, with the same design a regulation-sized football poised in the upright position for kicking.

Founded in 1904, Philadelphia-based Mitchell & Ness Nostalgia Co. has been a prominent manufacturer of sports equipment and uniforms for nearly 80 years. In recent years, the company has focused on recreating vintage sports equipment and clothing for all four major American sports leagues, including the NFL.



The jersey will come wrapped in a limited-edition version of Tiffany's signature box which reflects the collaboration. Image credit: Tiffany & Co.

For its collaboration with Tiffany & Co., Mitchell & Ness has produced a black, short-sleeved jersey. The number "57" is emblazoned on both the front and back in white with Tiffany Blue shading along the edges.

In the same shade of blue across the front is the word "Tiffany," while the jeweler's official logo stretches across the back in white.

The number "57" refers to this year's Super Bowl anniversary, as well as to the jeweler's Fifth Avenue Landmark location on 57th street in New York.

Purchases of the jersey will be packaged in a limited edition of the iconic Tiffany Blue Box, with the Mitchell & Ness logo overlaying the Tiffany logo.

The jersey will be made available for purchase on Friday, Feb. 3, via the Tiffany website.

This is not the jeweler's first foray into sportswear this year.

Recently, Tiffany & Co. confirmed a collaboration with Nike, for an exclusive pair of the Nike Air Force 1 low-top sneaker, which features the brand's signature swoosh in Tiffany Blue ([see story](#)).