

JEWELRY

Tiffany & Co. debuts latest face of 'Lock' collection

August 4, 2023



English actress Florence Pugh, alongside three other brand ambassadors, are debuting an expansion of the Tiffany Lock collection. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is giving its newly-appointed representative responsibility right off the bat.

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English actress Florence Pugh, alongside three other brand ambassadors, are debuting an expansion of the Tiffany Lock collection. The fresh perspective and sizeable audience of the newfangled spokesperson could draw more eyes in on the maison's latest efforts.

"We are excited to showcase the new expressions of the Tiffany Lock motif," said Alexandre Arnault, executive vice president of product and communication at **Tiffany & Co.**, in a statement.

"Our House Ambassadors showcase the new designs in a campaign that is anchored in the idea of love, which has been central to our brand DNA since our founding in 1837."

Love Lock

The campaign features two fixtures of Korean music, with singers Ros of the girl group Blackpink and Jimin of the pop phenomenon BTS fronting the advertisement, massively signal-boosting the placement.

Lebanese recording artist Nancy Ajram is also utilized for the spot. Ms. Pugh, a favorite among luxury labels ([see story](#)), brings a devoted fanbase of 9.3 million Instagram followers along with her.

Lock in the experiences that make you who you are. Actress [@Florence_Pugh](#) turns heads in a stack of Tiffany Lock designs in 18k gold with diamonds. Discover more:

<https://t.co/9T7ahOuXr3> [#TiffanyLock](#) [#TiffanyAndCo](#) pic.twitter.com/g5hXhkejCG

Tiffany & Co. ([@TiffanyAndCo](#)) **August 1, 2023**

"Thrilled to announce my partnership with [Tiffany & Co.] whilst wearing the Tiffany Lock, which beautifully

symbolizes connection," said Ms. Pugh, in a social media post.

"[An] equally special day in shooting this campaign as I was still hiding my shaved hair at the time," Ms. Pugh said. "Thank you for allowing me to be me, I'm very proud of what we all made that day."

Wide-ranging, the collection has expanded to include an array of rings, pendants, bracelets and earrings, all of which come in a cacophony of colorations.

Inspired by a padlock in Tiffany & Co.'s archives from 1883, the signature, over 100-year-old design has been refreshed to encapsulate modern sensibilities while appealing to all genders, according to the brand. Material options include 18k yellow, white and rose gold adorned with full pav diamonds, half pav diamonds or simply none at all.

As part of the push, a new option will be released, featuring white gold, and a 50-50 mix of pav and baguette diamonds.

The collection is available now in-store and online.

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