

JEWELRY

Tiffany & Co. unveils unisex collection by Pharrell Williams

May 2, 2024



In the U.S., Tiffany Titan by Pharrell Williams arrives online and at the brand's Landmark Fifth Avenue flagship on May 2. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** is introducing new styles from a familiar face.

Ahead of its worldwide launch next month, luxury shoppers in America are gaining early access to the brand's first collection from singer-songwriter, rapper, record producer and fashion designer Pharrell Williams. Pulling from mythological motifs, Tiffany Titan by Pharrell Williams delivers a diverse array of spiked necklaces, bracelets and earrings crafted from 18k gold, diamonds and titanium.

Early access

Spear-shaped pendants included across the line of unisex chainlink accessories draw from Poseidon, the Greek god of the sea.

The character and his trident were sources of inspiration for the longtime friend of the house-turned-collaborator's collection, which boasts a rebellious flair.

Dropping today in the U.S. only, prices start at \$3,500.



A shot of the Tiffany Titan by Pharrell Williams Five-row Ring appears aside Mr. Williams, who models the Clasp Necklace in a new campaign. Image credit: Tiffany & Co.

With 18-karat yellow gold and fishtail-set pav diamonds, the Tiffany Titan by Pharrell Williams Five-row Ring's bands allow light in

from multiple angles for maximized brilliance, selling for \$16,500.

Other selections include the Titan Spike Hoops, available for \$5,200, and Clasp Necklaces, retailing in two separate carat weight options for \$39,000 and \$55,000.

Clients can discover more online, at [Tiffany.com](https://www.tiffany.com), as well as within the label's Landmark Fifth Avenue flagship ([see story](#)) the multilevel building has remained the go-to site for exclusive launches of late ([see story](#)).

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