

WATCHES AND JEWELRY

Tiffany & Co. inks deal with Netflix for upcoming *Frankenstein* film

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The themed exterior placements will remain on display at The Landmark through Nov. 3. Image credit: Tiffany & Co.

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

U.S. jeweler **Tiffany & Co.** is presenting its latest crossover with the entertainment industry.

On Oct. 8, the maison announced its collaboration with Netflix, making it the first luxury jewelry brand to partner with the streaming giant. With the deal, the label's archival pieces will appear in Academy Award-winning Mexican filmmaker Guillermo del Toro's upcoming *Frankenstein* film; designs will also appear at The Landmark flagship's window displays in New York and in an exhibition in London.

Lightning in a bottle

Tiffany & Co.'s new display was forged in close collaboration with Mr. del Toro. The Fifth Avenue entrance windows have been transformed to showcase meaningful scenes from the film and emulate the feeling of looking out of Victor Frankenstein's windows.

Bright blue hues, reminiscent of the lightning strike that brings the monster to life, as well as the maison's signature shade, guide the advertisement, spread across five windows. Its visuals, both lights and digital screens, are synced to the upcoming adaptation's score, composed by acclaimed French conductor Alexandre Desplat.



Guests can scan a QR code, which unlocks exclusive behind-the-scenes content showing the jeweler's pieces that are worn in the film. Image credit: Tiffany & Co.

Inside The Landmark, the LVMH-owned label hosts a curated presentation of the archival designs worn by English actress Mia Goth in the anticipated theatrical release. Last month, the talent signed on as a global brand ambassador for French fashion house Dior ([see story](#)).

From Oct. 17 to Nov. 9, Tiffany & Co. will launch the “Frankenstein: Crafting A Tale Eternal” exhibition at The Old Selfridges Hotel in London. The activation will provide a glimpse into the intricate production of the movie, while also displaying recreated versions of the rare pieces shown on-screen, as well as its original costumes and other artifacts and memorabilia that pay tribute to author Mary Shelley, who wrote the “Frankenstein” novel.

Mr. del Toro’s take on the iconic piece of English literature, which also stars actors Oscar Isaac and Jacob Elordi, will release in select theaters on Oct. 17 before streaming globally on Netflix on Nov. 7.

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