

Announcing The New Tiffany.Com

Redesigned site showcases the jeweler's renowned heritage and legendary collections

New York, NY (10.21.13)-Tiffany & Co. announces the redesign of tiffany.com, a dynamic portal to the jeweler's legendary collections, with interactive pathways to explore its celebrated heritage and prominence in the worlds of design, glamour and true love.

The new tiffany.com (#TiffanyNewSite and @TiffanyandCo) is designed as a personal invitation to visit Tiffany & Co. for a quick shopping trip or to explore the site's many stories on the company's milestones and masterpieces, as well as the beauty and excellence of Tiffany today. Stunning high-resolution visuals create a vivid environment, where users may customize searches by category, designer, price, materials and gemstones, with enhanced zoom capability and myriad views of jewelry on models and in videos.

The site's new sections focus on Tiffany & Co. as founder of American luxury and its evolution as one of the world's preeminent jewelers. **Blue Book**, the company's collection of spectacular couture jewels, is showcased as never before. These rarest of creations, the pinnacle of the jeweler's art, are illuminated with breathtaking imagery, including scenes from the Tiffany Workshop above the Fifth Avenue flagship store, where these extraordinary jewels are brought to life.

As the jeweler synonymous with diamonds and love, Tiffany expands the **Engagement** section with a wealth of information that leads users to the perfect ring. Services include a gemologist's video and review of Tiffany's quality standards that exceed the 4Cs, with clear distinctions as to cut, color, clarity and carat weight. The site also allows users to choose a ring, specify carat size and skin tone and view it on a model's hand; or download Tiffany's Engagement Ring Finder app (for iPhone[®], iPad[®] and Android[™]), where they can select and share rings.

Diamonds are a key topic of **Sustainability** that highlights Tiffany's standing as the industry leader in sourcing gemstones and precious metals only from mines who share the company's core beliefs-protection of the environment, respect for human rights and support for the communities in which it does business.

The **World of Tiffany** looks at fashion and glamour from specific points of view: **Tiffany Style** has the inside story on the newest jewelry designs, sharing space with Tiffany designers (the ravishing jewels of Jean Schlumberger, the revolutionary creations of Elsa Peretti) and videos. **The Latest** goes global, covering celebrity culture, Tiffany diamonds on the red carpet and the excitement of opening Tiffany stores from Hong Kong to Paris.

In addition, the **World of Tiffany** covers **The Tiffany Story**, a timeline of the company's history from its founding in 1837 in New York City, as well as What Makes Love True, with stories of real-life couples who recall-on film and in photographs-the thrill of it all.

This big-picture view of Tiffany & Co. also includes the pleasures of **dining and entertaining** at home. Through beautifully styled scenarios-a formal dinner, afternoon tea, holiday feast, wedding brunch-users may discover the world of Tiffany china, crystal, sterling silver flatware and accessories that define the art of living well.

Tiffany & Co. operates jewelry stores and manufactures products through its subsidiary corporations. Its principal subsidiary is Tiffany and Company. The Company operates TIFFANY & CO. retail stores and boutiques in the Americas, Asia-Pacific, Japan, Europe and the United Arab Emirates and engages in direct selling through Internet, catalogue and business gift operations. For additional information, please visit Tiffany.com.

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