

PRESS RELEASE

Tiffany & Co Debuts Its Newest Collection, the Tiffany Lock, Designed to Bring People Together.

*The Tiffany Lock emphasizes the personal bonds that bring us together and represents inclusivity with a contemporary take on elegance.*

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NEW YORK, NY- Tiffany & Co. launched its newest addition to the popular wrist-stacking collections, the Tiffany Lock. Designed from the symbolic idea of the padlock, which has remained an important motif since the brand's inception in 1837. Available in-store and online globally as of September 2022, the bangle-styled bracelets come in white gold, yellow gold, rose gold, and pave diamonds. This collection is being labeled as genderless, promoting unity, and removing the barrier of who can, and should, wear what. With its innovative swivel, clean and sleek lines, this streamlined bangle suits anyone who wears it. Elegant craftsmanship has serviced the company well, and the Lock collection is sure to bring people together.

“Tiffany Lock is an elegant interpretation of an archival functional design. Defined by modern, clean lines and a breakthrough clasp mechanism, Tiffany Lock represents an exciting new pillar to our diamond and gold jewelry offering. We are thrilled to unveil our latest icon,” writes Tiffany & Co. executive Alexandre Arnault.



Tiffany & Co Lock Collection bangle in 18k yellow gold and 18k yellow gold with pave diamonds

Photo Credits: Tiffany & Co.

Tiffany & Co was founded in 1837 in New York City by Charles Lewis Tiffany, and was established as an international icon of legendary style. A brand of excellence and impeccable craftsmanship, globally recognized for its innovative designs.

The luxury house has 300 retail stores worldwide with over 13,000 employees and staff members. The brand also manufactures and designs watches and luxury accessories. All the diamonds are cut in house with their 5,000 skilled artisans.

Tiffany & Co has built its reputation on responsible business practice, sustainability, and the continued evolvement of inclusivity to bring a positive moral to the brand and the community it impacts.

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