

## Tiffany & Co. announces Tiffany & Love, the new fragrances for him & for her

By **Laura Shirk** on September, 20 2019 | Fragrances, Cosmetics, Skincare & Haircare



As the next chapter in perfumery for Tiffany & Co., *Tiffany Love* honors the brand's legacy of celebrating love and commitment. Tiffany & Co. recently announced the launch of its latest fragrances, *Tiffany & Love for Him* and *Tiffany & Love for Her*, produced and distributed by Coty Inc. and debuting globally in October 2019.

As the next chapter in perfumery for Tiffany & Co., *Tiffany Love* honors the brand's legacy of celebrating love and commitment. The two complementary fragrances are a tribute to emotional connection and the many ways love is defined and expressed. This is the brand's first exploration into the dual fragrance category and the inaugural launch of men's fragrance under the creative direction of Reed Krakoff, Chief Artistic Officer, Tiffany & Co.

"As a brand, we've always celebrated the enduring power of love in all its forms," says Krakoff. "Our new *Tiffany & Love* fragrances are a reflection of modern love and the authentic connections that reflect the strength, joy, and promise we find in one another."

Inspired by Krakoff's creative vision and the energetic spirit of New York City, legendary photographer, director and artist, Cass Bird, shot the global advertising campaign in black and white on the streets of New York City. Through Bird's lens, the campaign imagery captures intimate moments between real couples with their hands intertwined in gestures of love. To demonstrate this idea of commitment, acceptance and togetherness, Tiffany & Co.'s iconic ampersand symbol is elevated to signify personal connections that create a bond between two people.

To accompany the campaign video, Tiffany & Co. selected Grammy award-winning music producer, Mark Ronson and singer-songwriter, King Princess, to re-make The Turtles' song "Happy Together," an ode to love.

"With the launch of *Tiffany & Love*, we sought to create fragrances for romantics that define love in their own way," notes Simona Cattaneo, Chief Marketing Officer, Coty Luxury. "The fragrances embody and embrace all forms of love, inspiring all to join the #LoveYourWay conversation by sharing authentic stories of personal love and connection."

The *Tiffany & Love* fragrances are both crafted by a duo of perfumers and express the magnetism and electricity of love. Each fragrance has its own unique structure, but shares a common hero ingredient: blue sequoia.

Building on the brand's legacy of extraordinary craftsmanship and design, the *Tiffany & Love* flacons are cylindrical in shape, and honor the iconic Tiffany Blue hue. Complementary but distinct, the *Tiffany & Love* glass bottles are each tinted a different shade reminiscent of Tiffany Blue and feature a gleaming ampersand that echoes the iconic Tiffany & Co. logo and acts as a symbol of connection.

*Tiffany & Love* will launch globally as of October 1, 2019.