

NET-A-PORTER AND TIFFANY & CO.
ANNOUNCE GLOBAL COLLABORATION

New York, NY (April 12, 2016) – NET-A-PORTER and Tiffany & Co. today announced an unprecedented global collaboration to make select Tiffany designs available for purchase on NET-A-PORTER.COM, beginning April 27 for a limited time.

NET-A-PORTER will be the only authorized online destination beyond Tiffany's own channels where customers will find Tiffany & Co. jewelry, helping the brand reach new and prospective audiences among NET-A-PORTER's loyal following in over 170 countries. This engagement significantly furthers the reach of Tiffany's ecommerce presence, currently in 13 countries.

"Founded in New York, Tiffany has been a renowned house of luxury for 179 years, and brand collaborations with innovative businesses like NET-A-PORTER help ensure that Tiffany's timeless designs reach a new generation of customers, wherever they are," said Philippe Galtie, senior vice president of international sales at Tiffany & Co. "With their recognized edit and fashion authority, NET-A-PORTER will re-introduce Tiffany as more than the legendary jeweler, but an expression of personal style."

"Tiffany is such an important brand in luxury jewelry, and its heritage holds a special meaning for so many of our customers at NET-A-PORTER," said Sarah Rutson, vice president of global buying for NET-A-PORTER. "We are thrilled to serve as Tiffany's first ever global ecommerce partner, an extraordinary coup for both brands. By marrying the ultimate legacy jewelry brand with the ultimate destination in online luxury fashion, we hope to re-introduce Tiffany to a highly engaged and fashion-conscious global consumer."

The collaboration will go live on April 27, beginning with an edit of Tiffany's iconic Tiffany T collection, which perfectly complements the unique style of the modern NET-A-PORTER woman.

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N E T - A - P O R T E R

TIFFANY & CO.

About Tiffany & Co.

Tiffany is the internationally renowned jeweler founded in New York in 1837. Through its subsidiaries, Tiffany & Co. manufactures products and operates TIFFANY & CO. retail stores worldwide, and also engages in direct selling through Internet, catalog and business gift operations. For additional information, please visit Tiffany.com.

About NET-A-PORTER

NET-A-PORTER launched in June 2000 and has since established itself as the world's premier online luxury fashion destination. A pioneer of innovation; NET-A-PORTER speaks to a global monthly audience of 6 million female luxury consumers, fans and followers via the weekly shoppable digital magazine THE EDIT, powered by NET-A-PORTER, and PORTER Magazine, the game-changing luxury fashion magazine powered by NET-A-PORTER that combines the intimacy of print with a state-of-the-art digital shopping experience and THE NET SET, the world's first shoppable social media platform powered by NET-A-PORTER. NET-A-PORTER is presented in the style of a fashion magazine, is renowned for its unparalleled edit comprising more than 450 of the world's most coveted designer brands, including Saint Laurent, Isabel Marant, Alexander McQueen, Givenchy, Valentino, Dolce & Gabbana, Gucci and Stella McCartney, over 190 specialist beauty brands within NET-A-SPORTER. NET-A-PORTER champions unparalleled customer service – offering express worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next-day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that are available 24/7, 365 days.