

**TIFFANY & CO.
NEWS RELEASE**

**TIFFANY & CO. LIGHTS UP ST PANCRAS INTERNATIONAL
WITH SCENTED CHRISTMAS TREE CELEBRATING ITS SIGNATURE FRAGRANCE**

LONDON, 12 November 2018 – Tiffany & Co. and Coty have partnered with St Pancras International to unveil its first scented Christmas tree and fragrance shop in the heart of the iconic London station, offering a touch of sparkle, sophistication and magic for the holiday season.

The magnificent 43-foot Tiffany tree embodies the brilliance and modern creativity of the legendary jewellery house, taking centre stage on the station’s concourse from 12th November 2018 to 4th January 2019. The sparkling floral scent of Tiffany & Co.’s Signature Eau de Parfum fragrance will be diffused from the tree at key intervals each day, creating a unique immersive sensorial experience for holiday shoppers and beautifully illustrating that Tiffany is #AllYouNeed this Christmas.

The innovative tree design brings to life the magic of Tiffany’s holiday advertising campaign, “The Holidays Made by Tiffany”. At the heart of Tiffany’s theme this year is the holiday hero – a chrome articulated drawing figure first seen in the legendary Gene Moore’s 1960s imaginative window displays for Tiffany. Set against the backdrop of a whimsical holiday construction scene, the holiday hero stands atop a 17-foot animatronic robot constructed from Tiffany Blue Boxes, helping to put the finishing touches on the tree. These whimsical figures share their love of the holidays by preparing for the gift-giving season with the construction of a gift for London commuters and tourists: The Tiffany & Co. scented tree and fragrance.

“Tiffany& Co. and Coty are proud to be partnering with St Pancras International to offer a fully immersive luxury experience. We hope the breathtaking Tiffany Fragrance Christmas tree and fragrance shop will help spread the joy of Christmas and gift-giving to loved ones this festive season” said Hannah Webley-Smith, Marketing Director, Coty Luxury UKI.

The Tiffany Fragrance Christmas Tree Features:

- 600 perfume bottle replicas of Tiffany & Co.’s Signature Eau de Parfum fragrance
- 600 hand crafted paper Iris flowers with Tiffany Blue® detail
- 600 elegantly designed white, silver and Tiffany Blue® baubles
- A 17-foot mechanical robot, which is brought to life via animatronics that enable the character to move
- A 4-foot Tiffany fragrance bottle, which serves as the tree-topper of the impressive structure.

“The launch of the St Pancras International luxury Christmas tree is one of the most highly anticipated moments in our calendar. This year’s Tiffany & Co. spectacle continues our legacy of stunning Christmas centerpieces, which help bring the festive season to life. We look forward to welcoming commuters, shoppers and tourists to the station to relax and unwind, whilst enjoying the tree and selecting the perfect gifts for their loved ones from the station’s host of premium retailers” said Wendy Spinks, Commercial Director of HS1 Ltd

Adjacent to the tree, shoppers will be able to visit the Tiffany fragrance shop, also inspired by the whimsical construction scenes captured within the holiday advertising campaign. Visitors are invited to enjoy Tiffany's signature gift-wrapping services, complimentary fragrance bottle engraving from Saturday 15th December to Monday 24th December, and a unique vending machine that allows commuters a playful way to purchase their fragrance.

@tiffanyandco #AllYouNeed #TiffanyFragrance

About Tiffany & Co.

In 1837, Charles Lewis Tiffany founded his company in New York City where his store was soon acclaimed as the palace of jewels for its exceptional gemstones. Since then, TIFFANY & CO. has become synonymous with elegance, innovative design, fine craftsmanship and creative excellence. During the 20th century its fame thrived worldwide with store network expansion and continuous cultural relevance, as exemplified by Truman Capote's *Breakfast at Tiffany's* and the film starring Audrey Hepburn.

Today, with more than 13,000 employees, TIFFANY & CO. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories – including more than 5,000 skilled artisans who cut diamonds and craft jewelry in the Company's workshops, realizing its commitment to superlative quality.

The Company operates more than 300 TIFFANY & CO. retail stores worldwide as part of its omni-channel approach. To learn more about TIFFANY & CO. as well as its commitment to sustainability, please visit tiffany.com.

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About Tiffany Eau de Parfum

Perfect for festive gifting, the Tiffany & Co. Fragrance, created by world-renowned perfumer Daniela Andrier, is a sparkling floral musk and a contemporary take on the most precious ingredients of traditional haute perfumery. Vibrant notes of vert de mandarine meld with precious iris flower, patchouli, and musk for a sensual scent that is both unexpected and timeless. The Tiffany fragrances are manufactured and distributed by Coty is one of the world's largest beauty companies. www.coty.com

About Coty Inc

Coty is one of the world's largest beauty companies with over \$9 billion in revenue and an iconic portfolio of brands. As the global leader in fragrance, a strong number two in professional salon hair color & styling, and number three in color cosmetics, Coty operates three divisions: Consumer Beauty, which is focused on mass color cosmetics, mass retail hair coloring and styling products, body care and mass fragrances with brands such as COVERGIRL, Max Factor, Sally Hansen and Rimmel; Luxury, which is focused on prestige fragrances and skincare with brands such as Calvin Klein, Burberry, Marc Jacobs, Hugo Boss, Gucci and philosophy; and Professional Beauty, which is focused on servicing salon owners and professionals in both hair and nail, with brands such as Wella Professionals, Sebastian Professional, OPI and ghd. Coty has approximately 20,000 colleagues globally and its products are sold in over 150 countries.

About St Pancras International

St Pancras International station is a unique Grade I listed building owned by HS1 Ltd. Offering a wealth of stylish and premium shops, bars and restaurants all under one iconic roof, the venue is a destination, in its own right, as well as a world-class station.

Known for its calendar of new and exciting arts and music experiences, there's always something new to discover.

From now until December 2018, visitors can appreciate the Terrace Wires public art installation by Tracey Emin. Depicting the words, 'I Want My Time With You' in Emin's signature handwriting, the 20m long light installation is the largest text piece ever made by the artist.

Visitors can also experience St Pancras International's free-to-play jukebox and station pianos, played by world famous stars including Elton John and John Legend, as well as the public day to day.

For more information about the station and its premium retailers, including Fortnum & Mason, Searcys, Whistles, kikki.K, Ted Baker and Calvin Klein, visit <http://stpancras.com>.