

Since 1966, Tiffany & Co. has crafted championship trophies that celebrate the moment while maintaining the brand's legacy and craftsmanship. Every trophy is the marvel of our artisans' creativity, expertise that intertwines simplicity and attention to detail that makes it unique and truly a work of art!

It started with the iconic Vince Lombardi Trophy for the Super Bowl. Originally known as the World Championship Game Trophy. The trophy design was sketched on a cocktail napkin by Oscar Riedner vice president over lunch with NFL commissioner, Pete Rozelle.



“While sports history is often defined by a fair amount of lore and legend, Tiffany & Co.’s approach is that we celebrate the moment, capture the essence of the competition and victory, and present a unique piece art that encapsulates winning the championship!” says Victoria Reynolds, Tiffany & Co. Chief Gemologist and EVP of business sales and sports marketing.





The 2024 Summer Olympics (French: *Jeux olympiques d'été de 2024*), officially the Games of the XXXIII Olympiad and commonly known as Paris 2024, is an upcoming international multi-sport event scheduled to take place from 26 July to 11 August 2024 in France, with Paris as the main host city and 16 other cities spread across metropolitan France, plus one subsite in Tahiti—an island within the French overseas country and overseas collectivity of French Polynesia.

TIFFANY & CO.
NEW YORK SINCE 1837

Client: Tiffany & Co.

Experiential Marketing Program: *Celebrating the Moment*

Program Date (s): July 1st thru August 31st.

Celebrating the Moment is an immersive experience centered around the Paris Games. The Olympic Games are considered the world's foremost sports competition with more than 200 teams representing countries, sovereign states, and territories all over the world.

This Olympic Games provide us a unique platform to celebrate the rich history of our brand, and our new ownership by LVMH Moët Hennessy Louis Vuitton, commonly known as LVMH, is a French multinational holding and conglomerate specializing in luxury goods, headquartered in Paris.



Our program will be an engaging, and authentic experience where we will entertain our key clients and stakeholders that will stimulates their five senses (touch, sound, smell, taste, and sound) while elevating the Tiffany & Co's intrinsic value.

Celebrating the Moment will embody these elements

described above, for the “ah-ha” moment (reward) and create a lasting impression. The reward is tied to the five senses and will incorporate Paris’ culture - music, food and drinks, conversations, and other actions and interactions. The other actions and interactions will be our Olympic brand ambassador program.

These ambassadors will represent the brand’s core, complexity, and success while aligning with their influence and success!

This exclusive group will share their past and present Olympic experiences with our guests.

Exclusive Group of Brand Ambassadors:

- **Rebecca Allen**, Australia Women’s national Basketball Team and (WNBA New York Liberty),
- **Haleigh Bryant**, LSU gymnast, National Champion, 2024 USA Olympic National Team
- **Veronica Campbell Brown**, Jamaican sprinter, and three-time gold medalist at the Olympic Games
- **Stephen Curry**, Golden State Warriors, four-time NBA champion and two-time MVP, FIBA World Cup (winning two gold medals). He will play in his first Olympics when he steps on the court at Paris 2024 representing the USA Men’s National Basketball Team.

- **Caeleb Remel Dressel**, American professional swimmer who is a seven-time Olympic gold medalist and holds world records in the 100 meter butterfly (long course and short course), He has won gold medals at the 2017 World Aquatics Championships (seven gold medals), 2018 World Swimming Championships (nine medals, six of which were gold) in Hangzhou, , at the 2019 World Aquatics Championships (eight medals, including six gold). At the 2020 Summer Olympics in Tokyo, Dressel won five gold medals, which made him the fifth American to win five gold medals in a single Olympic Games.
- **Cori Dionne "Coco" Gauff**, American professional tennis player. She has won seven WTA Tour singles titles, including a major at the 2023 US Open, and eight doubles titles. She will play in her first Olympics when she steps on the court at Paris 2024 representing the USA Women's Tennis Team.
- **Michael D. Johnson**, retired American sprinter who won four Olympic gold medals and eight World Championships gold medals in the span of his career.
- **Diana Taurasi**, American professional basketball player (WNBA, Phoenix Mercury, five-time gold Olympic champion for the USA Women's National Basketball Team.
- **Maria Yuryevna Kirilenko**, former Russian professional tennis player. She was a semifinalist at the 2012 London Olympics (where she lost to Victoria Azarenka in the bronze medal match).
- **Isabell Werth** retired German equestrian, who has left an indelible mark with an impressive tally of 10 Olympic medals, including 6 golds.

