

TIFFANY & CO.

NEWS RELEASE

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TIFFANY & CO. UNVEILS A CREATIVE INSTALLATION AND DEBUTS THE HOME & ACCESSORIES COLLECTION IN EUROPE

NEW YORK, (March 2018) – Tiffany & Co. is pleased to announce the debut of its Home & Accessories collection in Europe. To celebrate the collection launch during the prestigious Salone de Mobile design fair, the luxury jewelry house is unveiling a creative installation within its Piazza Duomo store in Milan.

Drawing inspiration from the whimsical wit of Home & Accessories, the store will be transformed into a greenhouse—a reinterpretation of the intricate sterling silver, copper and glass masterpiece handcrafted by Tiffany artisans. The façade of the store echoes the linear architecture of the greenhouse, while the design theme continues throughout the store with a large-scale greenhouse on the main floor and artistic floral creations.

Five female artists: Anna Galtarossa, Shantell Martin, Marilyn Minter, Laurie Simmons and Anna-Wili Highfield, were chosen by Tiffany’s chief artistic officer, Reed Krakoff, to interpret the garden structure through their contemporary and innovative lens. The exterior window displays will reimagine their extraordinary vision through works that range from sculpture to collage.

“We chose to elevate the greenhouse from Home & Accessories because it is a perfect expression of Tiffany craftsmanship and a symbol of the power of creativity,” says Krakoff.

The creative installation will be on display, from April 15 to April 22.

Founded in New York in 1837, Tiffany & Co. is the world’s premier jeweler and America’s house of design. An iconic brand with a rich and storied heritage, Tiffany is a global manufacturer and retailer of jewelry and luxury accessories. The company operates more than 300 TIFFANY & CO. stores in 28 countries. Please visit us at Tiffany.com.

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