

COMMERCE

Tiffany & Co. reconfigures share prices after profitable Q2

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Tiffany & Co. Blue Book cuff

By STAFF REPORTS

For the second quarter of 2014, jeweler Tiffany & Co. saw a net sales increase of 7.2 percent from the year-ago period, causing market investors to reevaluate the brand's stock prices.

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The jeweler also raised its full year diluted EPS guidance, for the period ending Jan. 31, 2015 to a range between \$4.20 and \$4.30, an increase of its previous forecast of 5 cents lower. According to the brand, these increased profits and new forecasts are a result of solid performance across most product categories.

In the bank

During the second quarter of 2014, which ended July 31, Tiffany saw a net income increase of 16.2 percent to \$124.1 million from \$106.8 million. In terms of shares of Tiffany, the \$124.1 million equals 96 cents a diluted share while the year-ago was set at 83 cents.

Also, Tiffany's main margin rose 59.9 percent from 57.5 with operating margins increasing 21 percent.

Tiffany's profit report also shared with stockholders that sales in the Americas rose 9 percent to \$484 million. In Asia-Pacific, Tiffany saw growth of 14 percent yielding \$237 million in profits while sales in Europe were more on par with the Americas with an increase of 8 percent to \$120 million.



Tiffany Cascade necklace

These profit increases may have been a result of the jeweler's efforts outside the Americas to build awareness for its jewelry. For instance, British department store Harrods looked to drive foot traffic to its jewelry halls with the largest Tiffany & Co. collection available at the retailer to date ([see story](#)).

Tiffany also targeted consumers in China through a collaboration with Chinese painter Yu Hong that symbolized the brand's Keys collection ([see story](#)).

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