

OUT OF HOME

## Tiffany celebrates modern image with gallery installation

November 7, 2014



*Tiffany T collection bracelets*

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By STAFF REPORTS

Jeweler Tiffany & Co. is giving consumers an immersive experience surrounding its T collection through an installation at the Dia:Chelsea Gallery in New York.

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The Tiffany T Train, on display from Nov. 7-8, pays homage to the newly completed High Line park. This display will help Tiffany communicate the collection's aesthetic of "upscale glamour with downtown chic."

Get on board

Tiffany is aiming for increased interest from modern consumers through the introduction of the Tiffany T collection.

The collection, the first designed by newly hired design director Francesca Amfitheatrof, features bracelets, necklaces and rings to bring Tiffany jewelry into a new era. Tiffany is looking for a new stand-out icon that celebrates creativity and the jeweler's codes ([see story](#)).

Tiffany worked with creative agency Sid Lee for the project. In a brand statement, Daniel Chandler, co-executive creative director for the New York office of Sid Lee, said, "From

Tiffany, we have learned that having a great brand that's steeped in tradition isn't just about protecting your past, it's about knowing how to be bold, to innovate and stay relevant.”



*Tiffany T Train installation*

On both days, the installation will be open from 11 a.m. to 5 p.m.



*Interior of Tiffany T Train*

In addition to the display, limited quantities of Tiffany's T Square bracelet will be available for sale. Tiffany will also have master engravers on-site to personalize purchases.

Embedded Video: [//player.vimeo.com/video/111241111](https://player.vimeo.com/video/111241111)

*Experiential Installation Created by Sid Lee Presents Debut Collection from Tiffany Design Director, Francesca Amfitheatrof*

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