

IN-STORE

## Tiffany Diamond comes to New York for summer retail boost

August 3, 2015



*The Tiffany Diamond*

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By STAFF REPORTS

U.S. jeweler Tiffany & Co. is aiming to increase foot traffic to its New York flagship with an “up close and personal” viewing experience.

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The jeweler’s famous Tiffany Diamond is currently on display within its Fifth Avenue boutique giving consumers a chance to see the 128.54-carat stone in person. Since it was discovered in 1878, the fancy yellow diamond has been Tiffany’s symbol of quality and craftsmanship.

A diamond is forever

Tiffany announced its special viewing on social media to capture consumer attention and drive in-store interactions.

The stone has traveled to other countries as well as a way to highlight the jeweler’s designs for those who may be unfamiliar with Tiffany jewelry.

Up close and personal: the Tiffany Diamond. You can view this 128.54-carat gemstone, the most famous yellow diamond in...

Posted by [Tiffany & Co.](#) on [Saturday, August 1, 2015](#)

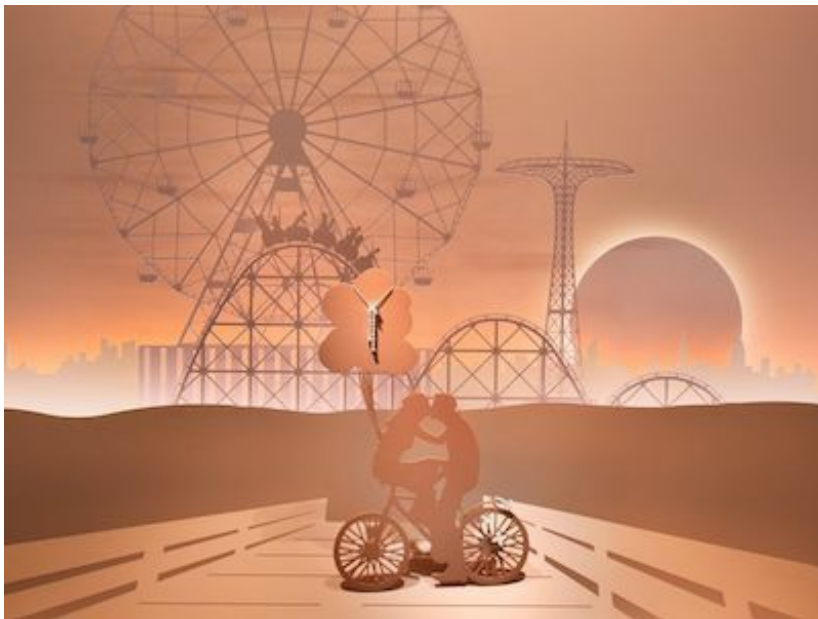
For example, in 2013, Tiffany employed Chinese composer Tan Dun to create a piece that sets the tone for the brand among affluent consumers.

Mr. Dun's composition was inspired by the jeweler's Tiffany Diamond that made its debut in China in December of that same year. Tapping a local, yet world-renowned, musician will help Tiffany appeal to affluent Chinese consumers with a penchant for modern classical music ([see story](#)).

Although the Tiffany Diamond is not likely to be purchased while on view in New York, the jeweler has also promoted its window displays to show off more affordable options.

The window displays feature romantic scenes shot around New York with a piece of jewelry used as a prop.

For example, one pane shows Brooklyn's Coney Island amusement park with a couple riding a bike. The woman holds a bunch of balloons draped with a Tiffany necklace as they kiss under the setting sun.



*Tiffany's summer window displays for 2015*

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