

IN-STORE

Tiffany to offer blast from the past gifts at Dover Street Market

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Tiffany's iconic blue box

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is partnering with multi-brand retailer Dover Street Market to bring back designs that have been in retirement.

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The "Out of Retirement" collection will debut in November at Dover Street Market locations in London, New York and Tokyo, marking the first time Tiffany has partnered with a retailer on a capsule collection. Jewelry is often purchased during the holidays, so Tiffany's timing is likely to work in its favor as consumers look for special gifts for family and friends.

Thinking outside the blue box

In addition to being a first for Tiffany, the Out of Retirement capsule will also be the first time Dover Street Market has worked on a jewelry capsule collection available at all of its locations simultaneously. Since opening in London in 2004, Dover Street Market has offered highly-covetable limited-edition collections available per that specific location, and in the past capsules have traveled.

Tiffany's limited-edition capsule includes 18 pieces: eight jewelry designs and 10 gift items. Each one of the pieces was designed from the jeweler's archives and aims to put a spin on holiday gifting.

Unique gift items include a fish flask, based on the saying "drink like a fish," a Chinese take-out container-shaped pillbox, a desk puzzle, a trio of 18-karat gold money clips in the shape of a dollar sign or postal envelope and a silver party horn and hat.

Jewelry designs seen in Out of Retirement were inspired by Tiffany's "Blue Book," its form of a look book of high-jewelry, from the 1970s. The collection includes a trio of sculptural rings and bold bracelets and earrings inspired by cufflinks seen in the 1971 Blue Book.

To showcase the pieces, Dover Street Market has created displays inspired by Gene Moore, who designed Tiffany's flagship windows from 1955 through 1994.

The site-specific displays will feature transparent vitrines with motifs based on Mr. Moore's favored props. These motifs will include sculptural wood figures in New York, cast hands in London and Nymphenburg animals in Ginza, Tokyo.

Packaging for the Out of Retirement collection will see Tiffany's iconic white ribbon replaced with black, representing Dover Street Market, wrapping the jeweler's blue boxes.

"Partnering with Dover Street Market on a global level is a very exciting idea for us," said Francesca Amfitheatrof, design director at Tiffany, in a statement. "It's a place where creativity stands out and brands can do projects they wouldn't normally do. It allows people to dream without creative limits."

She continued saying, "The essence of Tiffany has always been about modernity and beautiful material – and these pieces feel just as contemporary today as they were when they were first made. They are rich with the charm and wit that are an intrinsic part of the company."

The Out of Retirement collection will be available at Dover Street Market from November until January 2016.

Dover Street Market has provided a venue for brand's looking to refresh its image.

For example, Italy's Gucci is the latest brand to collaborate with retailer Dover Street Market as a way to explore the brand's new creative direction and identity.

The collaboration between Gucci and Dover Street Market began on July 25 with the opening of the fashion label's dedicated shop-in-shop in Ginza, Tokyo. After the opening, Gucci will open shop-in-shops at Dover Street Market's locations in London, New York and at its newest store in Beijing in the fall ([see story](#)).

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