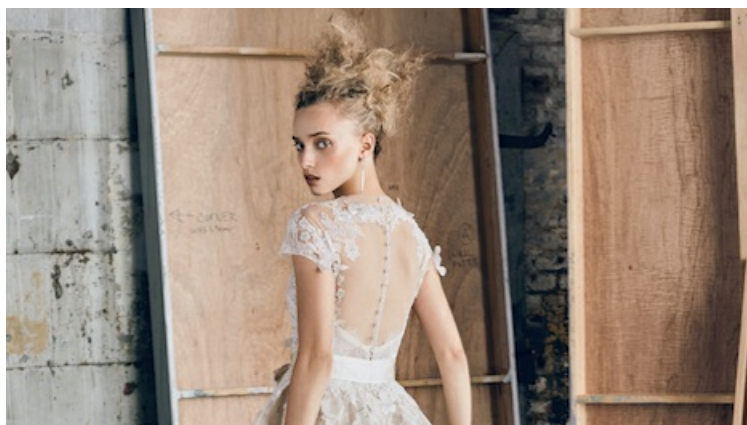


JEWELRY

## Moda Operandi's one-off bridal capsule sparkles with Tiffany diamond pairings

October 5, 2016



*Monique Lhuillier one-off bridal gown, available on Moda Operandi*

By STAFF REPORTS

Online retailer Moda Operandi and U.S. jeweler Tiffany & Co. have partnered on a capsule collection to ensure fashion-forward brides are ready to say, "I do."

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Together, Moda Operandi and Tiffany worked with a group of 10 international designers to stock a capsule collection of one-off wedding gowns. To further brides' looks for their nuptials, Tiffany has also paired its diamond jewelry with each of the wedding gowns for a full bridal look.

Something blue

Moda Operandi and Tiffany's exclusive 11-piece bridal collection was timed to coincide with New York Fashion Week: Bridal Oct. 5-10.

The pair tapped designers Monique Lhuillier, Delpozo, Costarellos, Delphine Manivet, Elizabeth Kennedy, who designed two dresses, J. Mendel, Temperley London, Reem Acra, Rosie Assoulin and Romona Keveza for the collection. Pre-ordering online began Oct. 5, just as full collections walk the runway at Bridal Fashion Week.

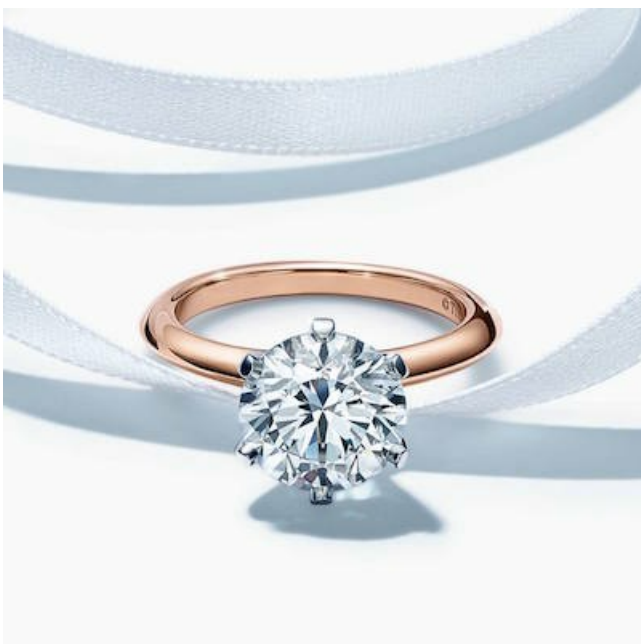


*J. Mendel one-off bridal gown, available on Moda Operandi*

For each of the 11 dresses in the capsule, Tiffany has selected pieces of diamond jewelry to enhance the look of each bridal gown. For example, a Rosie Assoulin gown has been paired with a \$195,000 Tiffany diamond bracelet and \$250,000 diamond stud earrings.

Many of the dresses have also been paired with the 130th anniversary Diamond Pave Tiffany Setting engagement ring in platinum. The celebratory engagement ring is priced at \$615,000.

As the jewelry brand celebrates the anniversary of its signature engagement ring setting, Tiffany will host the Moda Operandi capsule collection at its New York flagship on Fifth Avenue. Between Oct. 6-9, Tiffany will include the gowns at its store, as well as debut the Tiffany Setting in rose gold for the first time.



*Tiffany Setting engagement ring in rose gold*

Later in the month the bridal gown exhibition will travel to be displayed at Tiffany's recently renovated Beverly Hills, CA boutique Oct. 28-29. Afterwards, the exhibition will continue on to Tiffany's Yorkdale, Toronto storefront Nov. 11-12.

Recently, Tiffany has worked to position its jewelry for the online consumer.

In April, Tiffany selected Net-A-Porter as its exclusive ecommerce partner, allowing its jewelry to be sold on the retailer's site for a limited time.

Consumers now have an opportunity to purchase select Tiffany designs from Net-A-Porter. The partnership is unprecedented for Tiffany, as Net-A-Porter became the only authorized online seller beyond the jeweler's monobrand Web site ([see story](#)).

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