

JEWELRY

Tiffany brings Reed Krakoff on full-time after Francesca Amfitheatrof steps down

January 17, 2017



Tiffany & Co.'s Blue Box

By STAFF REPORTS

U.S. jeweler Tiffany & Co. has created a new position for brand collaborator Reed Krakoff, naming the designer chief artistic officer.

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Over the summer, Mr. Krakoff worked with Tiffany as a creative collaborator, collaborating with the jeweler to relaunch its accessories collection scheduled to drop for holiday 2017. The designer's new appointment continues Tiffany's objectives of strengthening its categories outside jewelry as its primary business continues to slow ([see story](#)).

Excellence in design

On Feb. 1 Mr. Krakoff will join Tiffany as the chief artistic officer. In his new position, Mr. Krakoff will direct designs for the brand's jewelry and accessories as well as being the lead for Tiffany's artistic and design vision in its stores, online and in its marketing and advertising.

Prior to working with Tiffany, Mr. Krakoff, a three-time CFDA Award winner, was the president and executive creative director of Coach, and before that he held a senior designer position at Ralph Lauren. Mr. Krakoff has also designed an eponymous womenswear and accessories line.

"Reed's extraordinary talent and deep understanding of iconic American design, and Tiffany's defining role in its legacy, make him poised for great success in this new position," said Frederic Cumenal, CEO of Tiffany, in a statement. "His expertise and creativity will continue to help build Tiffany as a global house of luxury."



Tiffany East West timepiece

Of his new appointment, Mr. Krakoff said, "I'm honored to join Tiffany as chief artistic officer and fully dedicate my creative focus to this storied American luxury brand. The exceptional opportunity to further Tiffany's rich creative legacy of design and craftsmanship, and join the incredible talent within Tiffany, is truly inspiring."

Tiffany created the new chief artistic officer position due to Francesca Amfitheatrof stepping down from her role of design director. Tiffany appointed Ms. Amfitheatrof as design director in 2014 and launched the Tiffany T collection shortly thereafter to cull modern consumers as the jeweler entered a new era of design ([see story](#)).

Ms. Amfitheatrof is leaving Tiffany to pursue other professional opportunities.