

JEWELRY

Tiffany expands New York footprint to refresh retail environment

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Tiffany Everyday Objects Home & Accessories collection. Image credit: Tiffany & Co.

By STAFF REPORTS

U.S. jeweler Tiffany & Co. plans to open two pop-up shops in close proximity to its Fifth Avenue flagship ahead of the holiday gifting season.

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This month, Tiffany will open the doors to pop-ups in Rockefeller Center and Grand Central Terminal, both mere blocks from its New York flagship. The holiday time pop-ups will offer consumers a curated selection of jewelry, as well as Tiffany's new Home & Accessories collection.

Fresh perspectives

Tiffany has selected holiday hotspots Rockefeller Center and Grand Central Terminal as the venues for its Home & Accessories-dedicated pop-up shops.

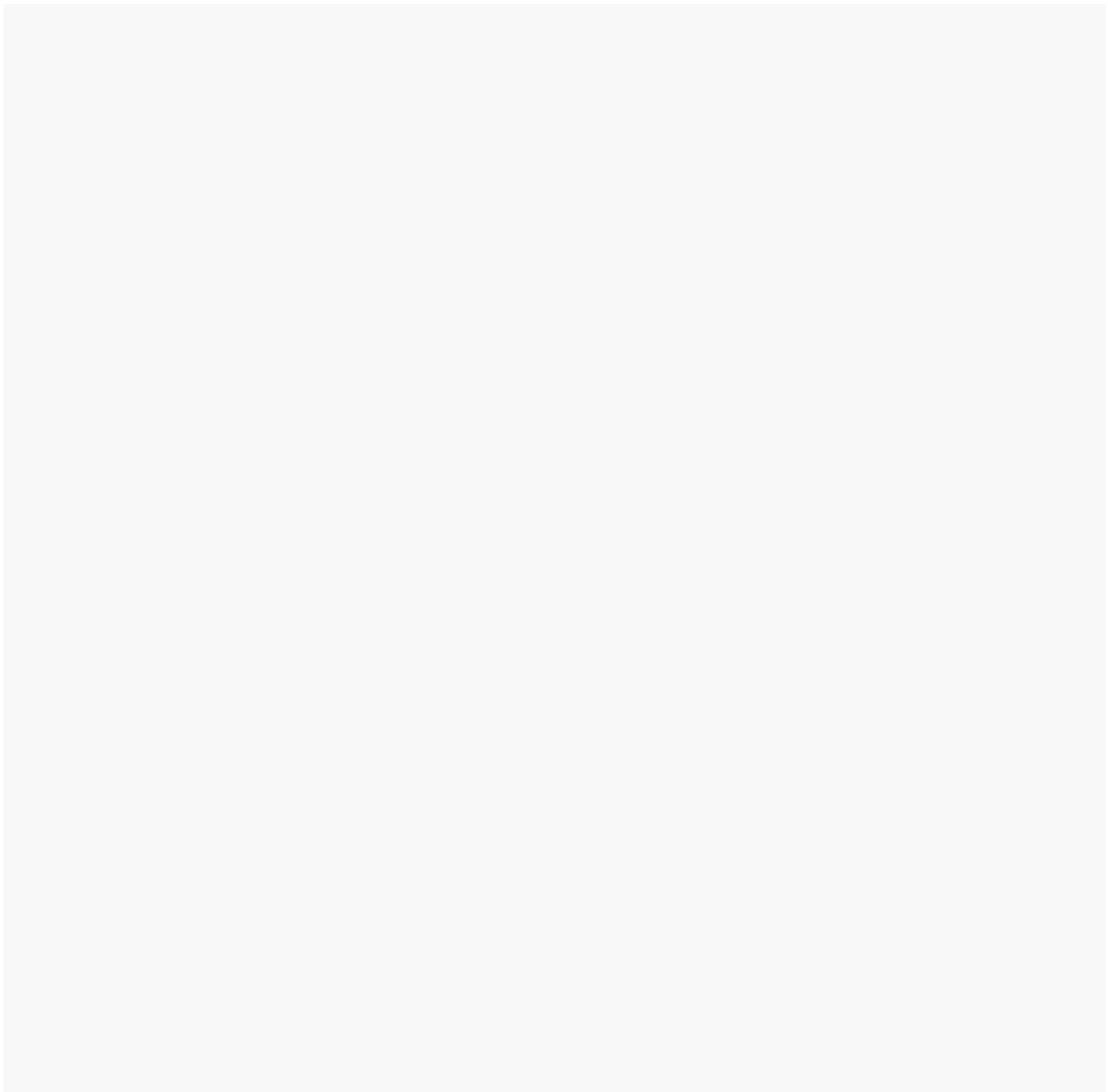
The unique and intimate retail environment created for the pop-ups will offer a fresh brand perspective beyond its Fifth Avenue, Wall Street and SoHo points of sale.

Interiors of both the Rockefeller Center and Grand Central Terminal shops will echo Tiffany's 2017 holiday campaign, as well as the New York flagship's iconic window displays.

This year's campaign and windows are reinterpretations of Gene Moore's store displays. Mr. Moore worked as Tiffany's vice president of window display from 1955 to 1994.

Tiffany's temporary shops will feature articulated wooden drawings figures in various scenarios. Mr. Moore's styling of Tiffany's windows married wit and humor with the unexpected.

The scenes will be played out among pegboard towers and shipping crates displaying jewelry from the Tiffany T, Tiffany HardWear and Return to Tiffany collections as well as Everyday Object home accessories and leather goods.



Snap, snap. Introducing our new Home & Accessories collection. #TiffanyEveryDay Shop the link in our bio.

Artwork: Christoph Niemann @abstractsunday

A post shared by Tiffany & Co. (@tiffanyandco) on Oct 27, 2017 at 7:42am PDT

In 2016, Tiffany collaborated with Reed Krakoff to modernize its product offerings with a focus on new gifts, home and accessories collections for 2017. This January, Mr. Krakoff was brought on full time as Tiffany's first chief artistic officer.

The designer's new appointment continues Tiffany's objectives of strengthening its categories outside jewelry as its primary business continues to slow ([see story](#)).

Tiffany will keep the concept shops opened beyond the holidays for approximately 12 to 18 months. Tiffany Rockefeller Center will open in early November with the Grand Central Terminal location opening its doors in mid-November.

The shops will be open daily. Rockefeller Center will be open Monday through Saturday, 10 a.m. to 7 p.m. and Sundays noon to 5 p.m. Tiffany Grand Central Terminal will have longer hours to account for commuters, open Monday to Friday, 8 a.m. to 8 p.m., Saturday 10 a.m. to 8 p.m. and 11 a.m. to 6 p.m. Sundays.

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