

JEWELRY

Tiffany unveils first retail dining concept at New York flagship

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Tiffany's Blue Box Cafe is located on the fourth floor of the New York store. Image credit: Tiffany

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is continuing to rework its retail strategy with the opening of an eatery located within its famed Fifth Avenue flagship.

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Located on the newly renovated fourth floor of its New York store, Tiffany's Blue Box Cafe is the first retail dining concept envisioned by the jeweler. The fourth floor also houses Tiffany's new Home & Accessories collection of elevated everyday objects, its baby boutique, a collection of vintage books curated by Assouline as well as an area dedicated to the jeweler's fragrance.

Breakfast at Tiffany

For its first dining concept, Tiffany drew inspiration from its iconic blue gift boxes. Tiffany Blue is incorporated throughout the cafe's interior, including seating, tableware and decor.

Design finishes include herringbone marble and amazonite stone, a reflection of Tiffany's Home & Accessories collection that shares the floor with the cafe.

The cafe also includes a portrait of Charles Lewis Tiffany, the jeweler's founder. The commissioned piece creates Mr. Tiffany's portrait through the use of 8,000 painted screws.

Tiffany's Blue Box Cafe serves American cuisine, made with high-quality, regionally sourced ingredients. The menu will be changed out depending on the season to keep options fresh and exciting for Blue Box Cafe diners.



The Blue Box Cafe is decorated in Tiffany Blue. Image credit: Tiffany

For many, the cafe concept will bring the dream of having breakfast at Tiffany to fruition.

The Home & Accessories area opened Nov. 1 and the Blue Box Cafe's first seatings will begin Nov. 10.

Tiffany has been active in promoting the Home & Accessories collection through immersive retail.

This month, Tiffany will also 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 ([see story](#)).

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