

JEWELRY

## Tiffany to begin renovation of iconic New York flagship store

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*Tiffany's store will begin renovation in 2019. Image credit: Tiffany & Co.*

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By STAFF REPORTS

Jeweler Tiffany & Co.'s flagship store in New York is getting a major renovation next year.

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The Manhattan store has been at the same location on Fifth Avenue since 1940, but now it will be receiving a significant visual makeover. The renovation is expected to help Tiffany draw in more customers to the brand's legendary location.

"We are extremely excited about the opportunity to transform our iconic New York flagship store and create a dramatic new experience for customers," said Alessandro Bogliolo, CEO of Tiffany & Co, in a statement.

"Innovation will remain at the forefront of Tiffany's plans for 727 Fifth Avenue, and the newly reimagined flagship will serve as the modern crown jewel of our global store network."

### **Retail makeover**

Beginning in spring of 2019, the iconic Tiffany retail location in Manhattan will be completely renovated.

The new design will focus on bringing a modern sensibility to the historic store.

During the course of the renovation, which is expected to be completed in 2021, Tiffany will remain in business by expanding to a temporary retail space in an adjacent building.

Tiffany is expecting to increase capital expenditure by 1 to 2 percent each year until the project is completed.



*Tiffany's Flower Flash campaign brings life to New York's city streets. Image credit: Tiffany & Co.*

This is the latest effort Tiffany has undertaken to liven up its hometown of New York. Recently, Tiffany began working with Lewis Miller Design for an out-of-home campaign that seeks to liven up the city with some seasonal floral imagery.

In a new campaign, Tiffany and Lewis Miller teamed up to create large floral installations in unexpected places around New York. The campaign was created in part to herald the arrival of spring and to drive up engagement for the brand outside of the digital world ([see story](#)).

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