

JEWELRY

## Tiffany launches Paper Flowers in China via Tmall pop-up

August 16, 2018



*The Tiffany Paper Flowers collection is premiering on Luxury Pavilion. Image credit: Alibaba*

By STAFF REPORTS

Jeweler Tiffany & Co. is debuting chief artistic officer Reed Krakoff's first jewelry line exclusively on Tmall's Luxury Pavilion.

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Ahead of the Tiffany Paper Flowers collection's premiere in bricks-and-mortar stores, consumers on the invite-only Luxury Pavilion platform will be able to shop platinum and diamond jewels online. This is one piece of Tiffany's millennial-friendly push for Paper Flowers, as it seeks the next generation of luxury consumers.

### Millennial marketing

Starting on Aug. 16, Tiffany is holding pre-sales of eight pieces from the Paper Flowers collection on Luxury Pavilion. These range in price from \$3,253 to almost \$98,000.

The fine and high-jewelry collection is designed to look like pinned together flower cutouts. Included in the range are necklaces, bracelets and pendants fashioned of platinum and diamonds.

Following the Luxury Pavilion pre-sale, Tiffany's Paper Flowers will premiere in Chinese stores on Sept. 1.

"Today's Chinese consumer has many choices when purchasing luxury goods," said Philippe Galti, executive vice president of global sales at Tiffany & Co., in a statement. "[We are] embracing China's digital innovation as we continue to seek new platforms to deliver a seamless experience to customers in China and around the world."

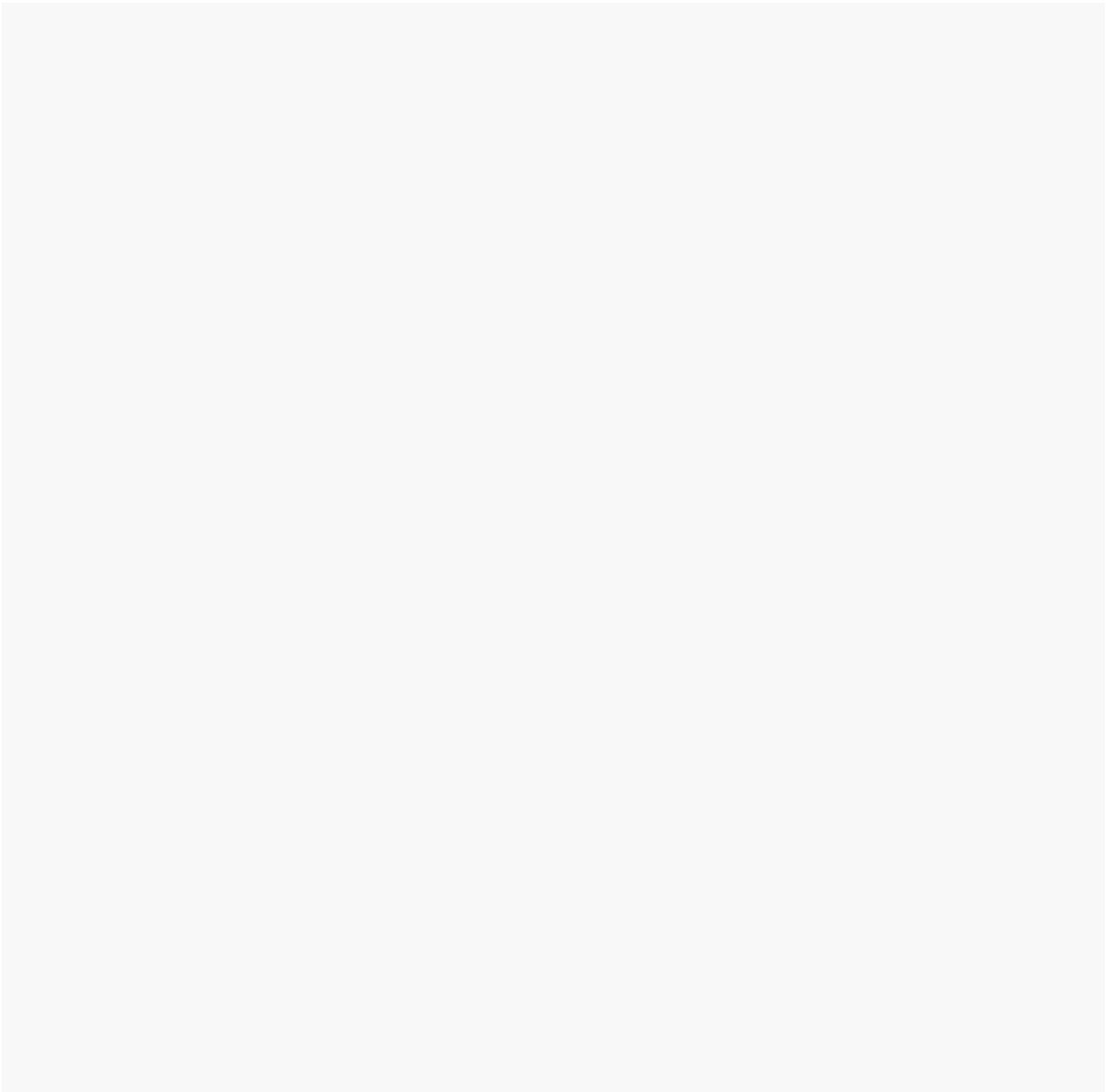
Tiffany's net sales resulted in \$1 billion in the first quarter for the jewelry label, with a comparable sales increase of 10 percent.

This growth was thanks in part to strong sales in Asia Pacific, with net sales up 28 percent year-over year in the region ([see story](#)).

Millennials and Chinese consumers are fueling much of luxury's growth today. This partnership with Tmall allows Tiffany to cater to both demographics, since almost half of Luxury Pavilion's members were born after 1990.

"The Pavilion is not only a shopping platform for luxury goods, but a unique, single destination for luxury, high

fashion and lifestyle," she said. "It is the ideal platform for brands to speak to younger customers." Paper Flowers is a major launch for Tiffany, as it ushers in a new creative period for the brand.



#TiffanyBlue is around every corner in #NYC. Find out where with the link in our bio. : @arnold\_daniel

A post shared by Tiffany & Co. (@tiffanyandco) on May 2, 2018 at 1:57pm PDT

To start off a new direction for the brand, Tiffany & Co. took to the streets of New York in a series of cryptic marketing pushes that dramatized its latest launch.

Leaving fans and social media followers puzzled, Tiffany posted a series of mysterious texts throughout the week starting April 30 that alluded to a comeback of its iconic blue, even including tweets written backwards. The mystery was a push for a New York takeover, where its famous blue appeared around the city in celebration of what Tiffany is calling its most significant collection launch since 2009 ([see story](#)).