

JEWELRY

Tiffany takes over coffee shop in Paper Flowers promotion

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Tiffany takes over a coffee shop. Image credit: Tiffany

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is bringing its out of home marketing initiative for its Paper Flowers collection to a Singapore bakery.

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As part of a special event for the new collection, Tiffany has transformed Singapore's Tiong Bahru Bakery into a branded location. The iconic Tiffany blue color will cover the bakery from Aug. 27 to Sept. 3.

Tiffany takeover

In addition the bakery takeover, Tiffany has extended Tiong Bahru's presence to the front of its store. A pop-up bakery will be featured in front of the store the length of the campaign, located at ION L1 event space.

It features complimentary coffee and croissants, as well as an area to take branded photos to share on social media.

The cart is open from 10 a.m. to 2 p.m., but has a limited number of supplies. To get the free items, social media users must take a picture at the photobooth and share it online.



Tiffany's temporary coffee cart. Image credit: Tiffany

For the duration of the campaign, Tiong Bahru will be featured in Tiffany Blue, while also sporting various text reading, "Tiffany & Co.," and "Paper Flowers." The shop also features life-size versions of its flowers, as well as blue benches and a bicycle.

The collection is an extension of the jeweler's extensive Paper Flowers launch. To start off a new direction for the U.S. jewelry brand, Tiffany & Co took to the streets of New York in a series of cryptic marketing pushes that dramatized its latest collection.

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 will be appeared around the city in celebration of what Tiffany is calling its most significant collection launch since 2009 ([see story](#)).

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