

JEWELRY

Tiffany window displays memorialized in luxury book

September 18, 2018



Tiffany's book comes in special packaging. Image credit: Assouline

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is giving fans a chance to bring its iconic window displays home with them in a new book.

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Coming this October, the windows of Tiffany's famous flagship store in New York will be filling the pages of a book published by Assouline. Priced at \$845 a book, the editorial product is in and of itself a luxury piece.

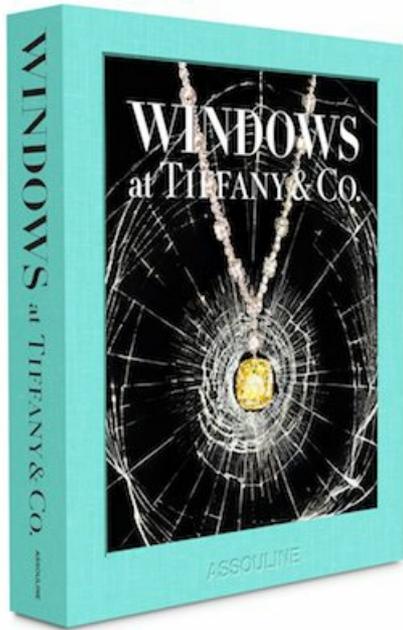
Luxury bookmaking

"Windows at Tiffany and Co." is a part of Assouline's Ultimate Collection, which it says is an homage to luxury bookmaking.

The book is a limited-edition and uses special paper as well as traditional techniques in its creation, presented in a special casing.

"This hand-bound oversize Ultimate Collection edition presents a well-curated tour of the intricately crafted displays that continue to serve as references of the zeitgeist, from the legendary designer Gene Moore's Christmas and Valentine's displays to the neon creations of the current Tiffany & Co. creative team," said Assouline.

The book includes exclusive concept sketches, historical manuscripts, behind-the-scenes content and insights by cultural influencers.



Assouline's new book will release in October

"Windows at Tiffany's revisits the whimsy and spirit of one of the world's most recognized brands, and elicits nostalgia for each reader's first blue box moment," says the description.

Tiffany also just brought its recent out-of-home marketing initiative for its Paper Flowers collection to a Singapore bakery.

As part of a special event for the new collection, Tiffany transformed Singapore's Tiong Bahru Bakery into a branded location. The iconic Tiffany blue color covered the bakery from Aug. 27 to Sept. 3 ([see story](#)).

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