

JEWELRY

DFS teams with Tiffany for travel retail exclusive

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Tiffany T collection for DFS. Image courtesy of DFS

By STAFF REPORTS

Jeweler Tiffany & Co. is taking inspiration from its hometown for a special collection being sold solely through LVMH-owned retailer DFS.

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Exclusive Tiffany T pendants modeled after the New York skyline will be available in DFS T Galleria and airport stores for the next six months. While this partnership allows DFS to bring something new and different to its shoppers, it also enables Tiffany to reach consumers in the booming travel retail market.

"At DFS we continually seek to offer our traveling customers new, exclusive and memorable product selections, in partnership with some of the best-known brands in the world," said Matthew Green, senior vice president of watches and jewelry at DFS Group, in a statement. "We are delighted to join with Tiffany & Co. to provide first access to the beautiful Tiffany T pendant collection for our discerning customers worldwide."

Tiffany teaser

The Tiffany T collection for DFS includes four pendants with an adjustable chain that spans 16 to 18 inches. Two are made in 18-karat white gold with blue sapphires, while the other two are fashioned in 18-karat rose gold and feature pink sapphires.

Tiffany modeled its T collection after the tall buildings in New York. For this collection, tall T's are spelled out in precious stones.

Much like the collection of skyscrapers that pepper the skyline, Tiffany T is designed to be able to be combined, allowing consumers to stack or layer pieces.

Available from Nov. 1, the collection will be sold by DFS until April 2019.



T Galleria by DFS, Macau, City of Dreams is one of the stores that will carry the collection. Image credit: DFS

"The exclusive collection reflects the confident customer who takes a fearless approach to style and we are thrilled to partner with DFS to bring Tiffany & Co.'s signature take on luxury to travelers globally," said Wong Wei Ling, vice president of Asia Pacific at Tiffany & Co., in a statement.

Beyond this exclusive, Tiffany is also making an appearance at a DFS Group event later this year.

DFS is appealing to watch and jewelry aficionados as it curates an exhibit featuring 30 brands in Macau.

Now in its 10th year, Masters of Time will kick off Dec. 7 with a showcase of jewelers including Tiffany & Co., Bulgari and Piaget. For DFS, this celebration is its latest initiative aimed at creating special experiences and opportunities for its shoppers ([see story](#)).

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