

JEWELRY

## Tiffany creates workshops within its windows

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*Tiffany's holiday display. Image credit: Tiffany & Co*

By STAFF REPORTS

U.S. jeweler Tiffany & Co is giving customers and passersby a look inside inside its workshop with its holiday windows.

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The jeweler's holiday 2018 windows pay homage to famous window dresser and Tiffany artistic director Gene Moore. His window displays from the 1960s have inspired this year's display, with the theme titled "The Holidays Made by Tiffany."

### Workshop in the windows

Featured in Tiffany's windows is a chrome articulated drawing figure from the windows created by Mr. Moore in the past.

A variety of characters and scenes are depicted in the windows at its flagship location in New York, alongside a variety of its collections.

For instance, one window features a handmade Tiffany stereo, with a small porcelain mouse wearing headphones alongside. Another window shows the hero assembling a robot made out of Tiffany's iconic blue boxes.

"This year's windows offer a glimpse behind the scenes of a fantastical Tiffany holiday in the making," said Richard Moore, divisional vice president of global store design and creative visual merchandising at Tiffany & Co. "With such exceptional craftsmanship and attention to detail, the creation of one of our magical holiday windows takes more than a year, from concept to execution."

[View this post on Instagram](#)

Tune in and turn it up. The robots in our Fifth Avenue flagship store windows are already showing off for the holiday season. #TiffanyWindows #BelieveInDreams #ATiffanyHoliday

A post shared by Tiffany & Co. (@tiffanyandco) on Nov 17, 2018 at 6:29am PST

### *Tiffany Instagram post*

Tiffany will also be hosting a real workshop to coincide with the window launch featuring jewelers, stonemasons and engravers.

The holiday windows will be on display until Jan. 1, 2019.

Tiffany's windows are similar in style to its holiday campaign.

Tiffany & Co. reimagined a well-known fable and turns to a new cast of characters in popular faces, as luxury brands continue to create their own worlds for the holiday season.

Actress Zo Kravitz stars as a sales associate in "A Tiffany Holiday," the chapter of the jeweler's "Believe in Dreams" campaign. Ms. Kravitz's journey down a Tiffany Blue rabbit hole showcases the brand's commitment to both creativity and craftsmanship ([see story](#)).

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