

JEWELRY

Tiffany's new Japan store allows for flexibility

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Tiffany's new concept shop in Tokyo on Cat Street. Image credit: Tiffany

By STAFF REPORTS

U.S. jeweler Tiffany & Co. is moving further into Japan with its first concept shop in the region, focusing on a playful expression of the brand.

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Tiffany is looking to stand out amongst the crowd in the busy Harajuku region of Tokyo on Cat Street with futuristic architecture and a customized logo with the Tiffany blue. The store has just opened, including a variety of items such as jewelry and home accessories.

Tiffany in Japan

Tiffany @ Cat Street will feature a carefully curated collection of items that will show off the playful spirit of the brand and cater to the Japanese customer.

The six-story boutique features floor-to-ceiling shelves and a wall inspired by the iconic Tiffany Blue Box. Each floor will focus on a specific selection of services and products.

It has been designed in a manner that is easily reconfigured so that Tiffany can change the store for each collection.

"Tiffany @ Cat Street will be a Tiffany & Co. experience unlike any other," said Richard Moore, divisional vice president of global store design & creative visual merchandising at Tiffany & Co., in a statement. "Unique for its elevated informality and playfulness, this dynamic space reflects an unusual and exciting expression of our brand."



Tiffany @ Cat Street. Image credit: Tiffany

Special photo opportunities, a fragrance vending machine, custom engraving and a style studio are some of the many in-store experiences the concept shop will offer.

The Tiffany Caf @ Cat Street will encourage shoppers to stay awhile, having "breakfast at Tiffany's," where a variety of food and coffee will be available including croissants, donuts, cookies, cheese pretzels and a variety of sweets.

Tiffany's concept shop will open with a spotlight on the Tiffany T collection in addition to the availability of other collections such as Tiffany Paper Flowers and Tiffany Hardware.

Limited-edition charms will be available specific to the store for the Tiffany T collection.

Tiffany & Co. also opened two pop-up shops in close proximity to its Fifth Avenue flagship in previous holiday seasons.

The jeweler opened the doors to pop-ups in Rockefeller Center and Grand Central Terminal, both mere blocks from its New York flagship. The holiday time pop-ups offered consumers a curated selection of jewelry, as well as Tiffany's new Home & Accessories collection ([see story](#)).

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