

JEWELRY

## Tiffany & Co. replicates its caf concept to the West Coast

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*Tiffany & Co's cafe pop-up opens in Beverly Hills. Image credit: Tiffany & Co.*

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By STAFF REPORTS

U.S. jeweler Tiffany & Co. used Mother's Day as way to fete its new caf in Beverly Hills, CA, allowing family to truly have "Breakfast at Tiffany's."

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Based off the Blue Box Caf in New York, Tiffany has opened a limited-edition eatery on Rodeo Drive in Beverly Hills, citing it as the "first pop-up caf in North America." After opening the Blue Box Caf in New York in 2017 as a way for fans to truly experience "Breakfast at Tiffany's," inspired by the iconic novel and Audrey Hepburn movie, the concept has taken off.

Breakfast at Tiffany's

Bringing the caf idea to the West Coast, Tiffany opened the limited-edition run with a special breakfast before Mother's Day on May 3.

The caf is located on a patio expanded from the Tiffany Rodeo Drive shop.

Actress Zoe Saldana, along with her sisters, hosted the early Mother's Day celebration, which supported the organization Baby2Baby, helping children living in poverty.



*Tiffany's Blue Box Caf on Rodeo Drive opens. Image credit: Tiffany & Co.*

"Our flagship in Beverly Hills provided the perfect opportunity to introduce the brand's first pop-up dining experience, and its unique execution speaks to the wit and creativity of Tiffany for our clients in this important market," said Reed Krakoff, chief artistic officer of Tiffany & Co. in a statement to *Women's Wear Daily*.

Tiffany & Co. is investing further in the new version of retail, focusing on experience.

The brand is also moving further into Japan with its first concept shop in the region, focusing on a playful expression of the brand.

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 ([see story](#)).

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