

JEWELRY

Tiffany sees drop in sales due to lack of traveler spend

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Tiffany's spring 2019 campaign. Image courtesy of Tiffany

By STAFF REPORTS

U.S. jeweler Tiffany & Co. revealed that its profits this past quarter were below those from the same period last year, exhibiting a shift in foreign tourism.

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While worldwide sales dropped by 3 percent in regards to tourism, the jeweler revealed positive growth with local customers. Tiffany also explained that net earnings were down 12 percent compared to last year.

Tiffany & sales

For the jeweler, the Americas saw sales decline by 4 percent to \$406 million, due to travelers spending less.

A 1 percent drop in sales took place in Asia Pacific, with sales totaling \$324 million, because of foreign currency translation. However, comparable sales were equal to those of last year in the market.

Sales of Tiffany's Jewelry collections rose 1 percent while engagement and designer jewelry dropped by 6 percent and 14 percent, respectively.

Tiffany also bought back 271,000 shares of its common stock in the first quarter at a total cost of \$25.4 million and an average cost of approximately \$94 per share.



TIFFANY & CO.

Tiffany T

Tiffany's spring 2019 campaign. Image courtesy of Tiffany

"Our first quarter results reflect significant foreign exchange headwinds and dramatically lower worldwide spending attributed to foreign tourists," said Alessandro Bogliolo, CEO of Tiffany & Co., in a statement. "That said, we were pleased that, at the core of our business, global sales attributed to local customers, led by sales in China, grew over last year's very strong sales results.

"We believe this growth in sales to local customers reflects progress in executing our strategic priorities, including innovations across products, communications and the customer experience, and that Tiffany is positioned for improving trends in the second half of 2019," he said.

Tiffany recently moved further into Japan with its first concept shop in the region, focusing on a playful expression of the brand.

The jeweler 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 opened in May, including a variety of items such as jewelry and home accessories ([see story](#)).

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